PARAMOUNT PRESS BOOK COLLECTION
CONTENTS
Volume 11: July – August 1919

C O N T E N T S

Release Date	Star	Title
July 6	Irene Castle	The Firing Line
6	Bryant Washburn	A Very Good Young Man
13	Dorothy Gish	Nugget Nell
13	Wallace Reid	The Love Burglar
20	Catherine Calvert	The Career of Katherine Bush
20	Vivian Martin	Louisiana
27	William S. Hart	Wagon Tracks
27	Lila Lee	Rose o' the River
August 3	O'Brien & Calvert	Fires of Faith (See Sept-Oct Issue)
3	Marion Davies	The Dark Star
3	Ethel Clayton	A Sporting Chance
10	Charles Ray	Bill Henry
10	Enid Bennett	The Virtuous Thief
17	Elsie Ferguson	A Society Exile
17	Bryant Washburn	Love Insurance
24	Dorothy Gish	Out of Luck
24	Lila Lee	Heart of Youth

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 1

The Firing Line

Scheduled Release Date: **6 Jul 1919**

ADOLPH ZUKOR *presents*

IRENE CASTLE

in

"THE FIRING LINE"

By Robert W. Chambers

Scenario by Clara Beranger

Directed by Charles Maigne

A Paramount-Artcraft Special

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Questions We Are Often Asked

Q. What is this press book for? A. To show you how to make a large profit on the picture it accompanies, by means of publicity and advertising.

Q. How can I get publicity for my theatre? A. By going to the editor of your paper and making arrangements with him to (a) give your space in his reading columns in proportion to your advertising space (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that? A. Tell him that there are 40,000,000 motion picture "fans" in this country and tell him what proportion of the 40,000,000 are yours. You can do this from your box-offce records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories? A. Yes. He will want good cuts to illustrate them with. Show him pages 2, 4, 6, 8 of this book and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat form.

Q. Have you any cuts in which an illustration and a story are combined? A. Yes. See the "story mat" shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free of cost. They mean extra publicity for you aside from the material you furnish on specific releases.

Q. What is a mat? A. A mat is a paper maché mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates and you should make sure that your paper has one before you order mats.

Q. What is an electro? A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats to newspapers? A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general pictures.

Q. What do you mean by "specific pictures?" A. The advance stories, current stories and reviews and reviews that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?" A. The publicity that does not specify a particular picture but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers? A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories? A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes and Live-wire Exhibitors." Keep him well supplied with the "shorts" so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book. A. At your Exchange.

Q. When do I get accessories at your New York office? A. Never. When you send to us we are compelled to re-forward your order to your Exchange because we have no accessories in New York.

Q. What do you charge for accessories? A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We'll answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — AD CUTS and MATS

Chats on Irene Castle and Her First Paramount-Artcraft Special Picture, "The Firing Line"

IRENE CASTLE, internationally famous as dancer and motion picture star, makes her first appearance under the Paramount-Artcraft banner in a superb picturization of Robert W. Chambers' celebrated novel, "The Firing Line." The reputation of the star and book is a sufficient guarantee that this picture will attract widespread attention and exhibitors need not be told that its value as a box office attraction will be greatly enhanced thereby.

Irene Castle, Star

IRENE CASTLE is a charming young woman who with her husband, the late Vernon Castle, became famous as a dancer. Until Captain Castle's death a year ago while flying in the British Service, the Castles were widely known as the most popular entertainers in their especial field. After her husband's death, Mrs. Castle continued as an entertainer, going from dancing to light opera, then to motion pictures, winning new laurels with each appearance and increasing her popularity immensely. She dared the perils of the submarine zone to entertain the American troops on the firing line and on her return to the United States, after a brief rest in Cuba, she joined the Famous Players-Lasky forces as star. Mrs. Castle is an actress of unusual dramatic force and her portrayal of the role of Sheila Cardross in "The Firing Line" is a distinct artistic achievement which will vastly enhance her fame as a screen favorite. Mrs. Castle is beautiful and graceful and her mimetic talents insure her complete success as a screen player of the finest grade.

Robert W. Chambers, Author

RECOGNIZED as one of the world's leading novelists, Robert W. Chambers numbers among many other successes, his novel "The Firing Line." The story first appeared as a serial in the Saturday Evening Post in 1907, and a year later it was published with enormous success by D. Appleton & Co. The theme is a highly interesting one and its central character, Sheila Cardross, is one of the strongest heroines of the Chambers gallery of pen portraits.

TABLE OF CONTENTS

Clara Beranger, Scenarist

THE continuity for "The Firing Line" is the work of Clara Beranger, one of the ablest scenarists identified with motion pictures. She has done several successful photoplays and all of her efforts are characterized by a complete knowledge of the requirements of her art.

An Attractive Story

SHEILA CARDROSS is the adopted daughter of Neville Cardross, a capitalist, but she believes herself his daughter in fact until the truth is revealed to her by a chance remark. Brooding over this, she marries Louis Malcourt, a girlhood playmate, of morbid tendencies. She goes abroad after the ceremony while Malcourt returns to college. Malcourt begins to drink heavily, retaining his fas- [illegible] nearly all of his idealism. While the Cardrosses are in Florida, Sheila meets Garry Hamil, she rising up out of the sea while swimming and climbing into his boat for a rest. He recognizes her at a ball and on learning her identity falls madly in love with her. Garry is remodelling the gardens of the Cardross estate and his attentions to Sheila are encouraged by them. Sheila returns Garry's love, and one day in despair she acquaints him with the fact that she is Malcourt's wife in name only. He suggests a divorce, but she refuses to agree to this because of the scandal that might attach to the Cardross name. He leaves and they meet again in the Adirondacks where Garry develops pneumonia and in his delirium cries for Sheila. She is induced to nurse him and his recovery follows. During his convelescence, Sheila, Garry and Malcourt attend a seance and all are astonished when the table at which they sit is violently agitated as if by spirits. Malcourt is visibly depressed and later that night blows out his brains after writing a letter to Sheila explaining his act. A few months later, Sheila and Garry find happiness in their mutual love.

Charles Maigne, Director

ONE of the best known men identified with motion pictures is Charles Maigne, a brilliant scenarist and director. He directed Mr. Castle in "The Firing Line," and his work displays exceptional merit. Mr. Maigne knows his business from every angle and his direction is distinctly artistic.

A Clever Company

A LARGE and unusually clever cast appears in support of Mrs. Castle in this picture. Robert V. Steele is leading man. The cast includes David Powell, J. H. Gilmore, Rudolph de Cordova, Charles Craig, Philip S. Rice, Robert Schabel, Frank Losee, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys

IRENE CASTLE
"in The Firing Line"
Paramount - Artcraft Special

If you want to use any of the illustrations on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow at side of each cut), illustrated on page 2 of the 'The Firing Line' Press Book." Specify whether you want an electro or a mat.

← 9087

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9081
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IRENE CASTLE in "The Firing Line"
Paramount - Artcraft Special

IRENE CASTLE

Star of Big Paramount-Artcraft Special Picture Had Remarkable Experiences on

"The Firing Line"

Popular Actress and Dancer Served Faithfully in the British and American Hospitals and was Idolized by the Doughboys * * * No War Scenes In Her New Paramount-Artcraft Special Picture, But it is Filled with Thrills and Suspense Nevertheless * * * Mrs. Castle a Bride.

THE acts of heroism and bravery on the part of those at the front where the battles for the welfare of the world were fought have justly commanded the attention of the universe.

Behind the lines were many whose sacrifices were just as great, and whose sufferings were just as deep. Among the famous women who gave up her profession, their pleasures, their all, to help win the war, was Mrs. Irene Castle, widow of the late Vernon Castle, who lost his life in the performance of his duty. Internationally known, the Castles were constantly in the public eye.

In England, Mrs. Castle sought work that would benefit her fellow-men, rather than herself. The King and Queen commanded her to appear before them, and she promptly won their hearts. When General Joffre visited England, Mrs. Castle was called upon to help in the Welcome Entertainment, and her tireless work brought forth grateful praise from her associates. Thousands of American soldiers will long remember Irene Castle, her charm, her heartening smile and her tireless efforts to make them forget their sufferings.

On her voyage across the Atlantic, Mrs. Castle found her work cut out for her, on board the S. S. Megantic crowded with American troops. The nerve-racking experiences of such a voyage over an ocean, in which lurked the hidden submarine, where the odds were so greatly against them, can only be appreciated by those who have gone through the ordeal. The tension was tremendous. Something had to be done to relieve, and Irene Castle voted herself a committee of one to do this.

Day and night she was among the soldiers, telling stories, singing and dancing. Every evening she prepared little entertainments and games.

In England, at British and American hospitals, Mrs. Castle was welcomed with open arms. Her desire to help was greater than her physical capabilities, and after a few months, she was compelled to give up her work and rest. It was not long, however, before she was back, entertaining the wounded Tommies and Yanks.

"I was in love with my work," said Mrs. Castle, "but every time I left one of those hospitals I felt so depressed, I thought I could never enter another one. There was I, trying to dispense good cheer, and at the same time when I left, my spirits were perhaps as low as any of the poor boys I met."

On the steamship coming back, —the Adriatic—there were many wounded men, and the discomforts of a rough sea, did not help their injuries. Up to the moment the boat landed, Mrs. Castle was among the boys, and when they were taken off, she saw personally to it, that they were given the little comforts which mean so much to them.

There has been much speculation as to the future activities of Irene Castle. On her arrival in this country, Mrs. Castle was besieged with theatrical and motion picture offers of every discription. Rumors had her going on the "legitimate stage" in a dramatic play; another reported her as going into vaudeville in a new dancing sketch; still another said she would retire. Then came the official announcement from the Famous Players-Lasky Corporation that she had been signed to appear in a picture version of Robert W. Chambers' famous story, " The Firing Line." This will bring joy to the thousands of "movie" fans who have been constant admirers of her screen accomplishments.

Mrs. Castle has, for several years, been one of the most popular figures in the entertainment world. She started her stage career in vaudeville, and subsequently married Vernon Castle, who lost his life a year ago while serving as a Captain in the British Flying Service. As a dancing team, the Castles established a reputation unrivalled by any other professional dancers in recent years. Later, "Watch Your Step," Mrs. Castle's first great success in motion pictures was made in the "Patria" serial, and later in "Sylvia of the Secret Service,' "The Girl from Bohemia," Stranded in Arcady."

Mrs. Castle, was married recently to Captain Robert E. Treman, of Ithaca. The wedding took place at the Church of the Transfiguration, on Twenty-ninth St., New York, known as "The Little Church Around the Corner." the ceremony being performed by the rector, Rev. Dr. George Clarke Houghton.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspaper.

IRENE CASTLE
in "The Firing Line"
Paramount-Artcraft Special

If you want to use any of the illustrations on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow beside each cut), illustrated on page 4 of the 'The Firing Line' Press Book." Specify whether you want an electro or a mat.

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9080

IRENE CASTLE in "The Firing Line"
Paramount-Artcraft Special

Cast and Story of "The Firing Line"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Irene Castle's Photoplay

A Paramount-Artcraft Special Picture

Irene Castle's First Paramount-Artcraft Special Picture "The Firing Line" a Powerful Story

Picturization of Robert W. Chambers' Tremendous Novel Provides Star With Remarkably Dramatic and Sympathetic Role.

AT the height of the season, James Wayward's yacht is anchored off Palm Beach. Portlay and Malcourt are his guests and the three, are lounging about a bridge table discussing the absent member of the party, Garry Hamil. He is a young, enthusiastic landscape architect with a brilliant future and as he now appears on the deck in his suit and pulls off in a dinghy, the glances of the watching three, follow him enviouly.

Garry is lolling back in his boat after a swim, when out of the mist there appears a girl, clad in a bathing suit, who pulls herself up into the boat and calmly settles herself. She is pretty, but to all Garry's attempts at conversation, she replies coldly and indifferently. When he shows his pique, the girl only laughs, dives over the dinghy's side and swims to her friends on the beach.

That night at a ball Garry meets Sheila Cardross, the oldest but, it is whispered, the adopted daughter of Neville Cardross, capitalist, and recognizes her as his water nymph visitor.

As Garry is to remodel the gardens of the Cardross estate, he goes there to live and therefore is constantly thrown with Sheila whom he realizes he is beginning to love. Mr. and Mrs. Cardross seem to favor the idea and Garry wonders at Sheila's attitude toward him. He feels that she returns his love, but she seems to dread his attentions. Finally, on a hunting trip, Garry declares his love and she refuses him.

A few days later, Garry is moodily sitting in his room when Sheila comes stealing in and tells him that she can conceal her love for him no longer, but must tell him the whole story. Two years ago when she discovered that she was only a foundling, in her panic and longing to have a real name of her own she married Louis Malcourt, but realizing her mistake immediately afterward had returned home. She had never dared tell Mr. and Mrs. Cardross.

Garry crushes her in his arms, murmuring that there must be some way but—divorce, perhaps. But Sheila is horrorstricken and recoils at the thought of the disgrace it would bring on those who had been so good to her. So she leaves him and goes sorrowfully to her room.

As he passes her door later that night, she appears on the threshold, holding out her arms to him—the thought of his leaving has worked her into a frenzy and she realizes how much she loves him. Garry folds her to him, but suddenly realizing the wrong, pushes her away and tells her that she must choose between him or her family's honor. He falls, sobbing, to her knees and leaves her.

After Garry's departure Sheila tells the Cardrosses the story of her secret marriage to Malcourt. They are greatly disappointed but agree with her that it must be made public. They telephone to Malcourt to meet them in New York, and a few days later, up at Portlaw's place in the Adirondacks, Garry receives a card announcing the marriage of Sheila to "Mr. Louis Malcourt." He is stunned and tramps far out into the woods regardless of a driving rain, seeking only to forget. He is found unconscious, carried back to the house, develops pneumonia, and becomes delirious. The doctor tells his aunt that unless the mysterious 'Sheila" he calls for is brought to him, Garry will die.

So back in New York, the unhappy Sheila receives a telephone call from Garry's aunt begging her to come and save Garry's life. When she goes to Garry's room, love again accomplishes a miracle, for he falls peacefully to sleep.

During Garry's convalescence, one night, Malcourt suggests trying a little spirit-rapping seance. To everyone's astonishment the table seems to respond and while everyone else treats it in the light of a joke, Malcourt seems deeply impressed. He tells Sheila that she can no longer ruin the lives of three persons—that she must either have an honest divorce or be an honest wife.

The next day, Garry, riding through the woods, hears a shot and finds Malcourt dead. He has shot himself leaving a note of farewell to Sheila. A few months later, Garry and Sheila find happiness.

"THE FIRING LINE"

The Cast

Sheila Cardross....Irene Castle
Mrs. Cardross .....Irene West
Constance Paliser ..May Kitson
Virginia Suydam
Jane Warrington
Cecile Cardross Anne Cornwall
Jessie (Bradley).Gladys Coburn
John Garret Hamil, 3rd
R. V. Steele
Louis Malcourt....David Powell
Neville Cardross..J. H. Gilmore
James Wayward Frank Losee

Faithful Three
Rudolph de Cordova
Charles Craig
Phillip S. Rice

William Portlaw.Robert Schable
Gray Cardross....Shaw Lovett

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

If you want any of the cuts illustrated on this page tell your Exchange that you want "Production Cut No. (as indicated by arrow beside each cut, illustrated on page 6 of the 'The Firing Line' Press Book." Specify whether you want an electro or a mat.

9086

IRENE CASTLE
"The Firing Line"
Paramount-Artcraft Special

9082

IRENE CASTLE *in* "The Firing Line"
Paramount-Artcraft Special

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

DORTHY GISH has quadrupled her popularity with film fans in recent months, if the volume of her mail is any criterion. In August, 1918, she received 1234 letters from admirers in every part of the country and in March the total was 4916. These letters, together with exhibitors' reports, formed a basis upon which Miss Gish selected her cast for "I'll Get Him Yet," her new Paramount comedy. The story is of a railroad president who, avoiding the income tax, transfers legal ownership of his properties to a dynamic daughter who complicates matters by insisting upon running the whole works and marrying a newspaperman who is attacking her own road.

* * *

"Pedigreed Potatoes," a new Paramount-Bray Pictograph, shows the civilization of thoroughbred spuds on one of the world's greatest potato farms. High in the Colorado mountains, two farmers have succeded in growing potatoes on a tremendous scale—eight pounds to the hill. "The Etiquette of Eating" as displayed by the animals in the zoo, and a Bobby Bumps cartoon by Earl Hurd entitled "A Night With Some Night Owls" are two additional features which will rock the theatre with laughter—especially children's laughter.

* * *

In a recent comedy released by Mr. Sennett, Marie Prevost appeared in evening dress. Marie is a very pulchritudinous young lady. She has a neck and shoulders which so charmed some gentleman of artistic disposition that he wrote a very respectful letter asking for a photograph of her back. To show that he was no piker, he sent with the request a check to cover the expense of printing and mailing. His check was for $9.45. Marie says she feels immensely complimented but she is rather bewildered to know how the gentleman happened to figure out the nine forty-

Exclusive Stories For Photoplay Editor From ..... Theatre

CONSTRUCTIVE philosophy, as introduced on the screen by Douglas Fairbanks, finds new expression in his latest and greatest Artcraft picture "The Knickerbocker Buckaroo. "Here Fairbanks converses with a statue of Darwin in a fashionable New York Club, concluded that "Perhaps Darwin was right," and goes West to eradicate selfishness from his character. The eradication process includes a climb from the window to the roof of a speeding Pullman car to the back of a horse just in time to spurt away from two hundred pursuing cowboys—all of which was done through special arrangements with the Director-General of Railroads.

* * *

After weeks of persuasion, George Melford, director of "Told In The Hills" induced the Indians of the Lapaway reservation in Idaho to pose. The company, headed by Major Robert Warwick, was on the reservation producing scenes from the famous novel by Marah Ellis Ryan. Tom Forman, Wanda Hawley, Monte Blue, Charles Ogle, Eileen Percy, Hart Hoxie and Margaret Loomis, the Hawaiian dancer, were in the company.

* * *

There is a comedy soon to be released by Mr. Sennett which will make a hit with the sporting fraternity. Some of the man scenes take place in a hunters' blind where duck hunting is going on. One or two of the comedians were experienced duck shooters and it was with difficulty that they could be persuaded to come home when the camera stopped grinding.

* * *

The ubiquitous servant problem finds its solution in "Welcome Little Stranger," James Montgomery Flagg's newest Paramount-Flagg comedy. One of those who aids in working out this vital question is Evelyn Gosnell who makes her first appearance in Paramount-Flagg pictures. She is featured in "Up In Mabel's Room" on

Exclusive Stories For Photoplay Editor From ..... Theatre

TEXAS cowboys of a Panhandle town where the heat was so great that a notorious "bad man" who died about that time came back for his blankets. That's the sort of temperature which is realistically portrayed in "The Final Close-Up," in which Shirley Mason does the finest work of her career. Subtle touches—a whirling fan in the corner of the set, a sweating pitcher, the wobbly visions of a fainting department store girl—help to make audiences feel cool no matter how warm the theatre is .

* * *

Enid Bennett claims to have a world's high jumping record. It seems that she curled up by her home fireside to read the continuity of "The Haunted Bedroom," her new Paramount mystery. Presently a cold chill shimmied up and down her spine as she reached the part where the girl reporter meets the ghost—a door suddenly slammed—and Miss Bennett made a standing jump from her chair which many intercollegiate athletes would envy.

* * *

Kate Douglas Wiggin, famous writer, is author of "Rose of the River" the new Paramount picture starring Lila Lee. Miss Lee plays a beautiful character part in the role of a seventeen-year-old girl whose romance, started in a game of "post-office," ends happily. Will M. Ritchey did the scenario while Robert Thornby was the director.

* * *

Colleen Moore, the eighteen year old Michigan beauty who gave up a promising musical career for the screen, Jack Gilbert, known for years to both motion picture and legitimate stage audiences, Otto Hoffman, character actor for seventeen years in the legitimate dramas before facing the camera, and the well-known Jay Morley are some of the cast which support Charles Ray in his new Paramount picture, "The Busher." Earle Snell's baseball story is timely and features

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspaper.

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← 9083

IRENE CASTLE in "The Firing Line"

Paramount - Artcraft Special

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9088 →

IRENE CASTLE

"in The Firing Line"

Paramount - Artcraft Special

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspaper.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9085 illustrated on page 9 of the 'The Firing Line' press book. Specify whether you want an electro or a mat.

9085 →

IRENE CASTLE
in "The Firing Line"
Paramount - Artcraft Special

908

IRENE CASTLE in "The Firing Line"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your exchange that you want "Production Cut No. 9084, illustrated on page 9 of the 'The Firing Line' press book." Specify whether you want an electro or a mat.

← 9084

THEATRE

NAME HERE

ROBERT W. CHAMBERS' *famous novel quickened to life by the subtle charm of America's loveliest woman." The fashions, the luxuries, the intrigues of Palm Beach and New York society. Winter and age, youth and springtime. "And Irene Castle, loving, swimming, dancing! Better come early!*

Rest of Program Here

ALL WEEK—11 A.M. to 11 P.M.

THEATRE

Adolph Zukor presents

Irene Castle in "The Firing Line"

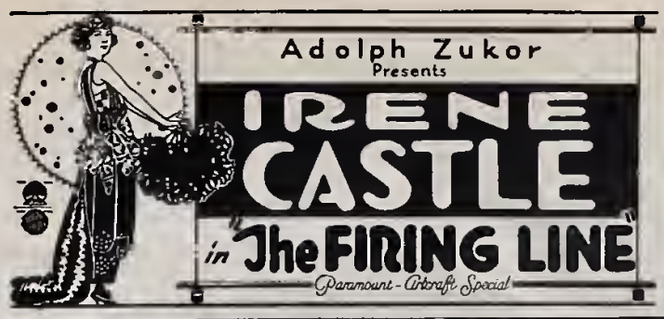
IT'S time to dance again! Gay Palm Beach, luxurious New York, the lure of life as the "other half" lives - all a-glisten in this powerful romance of adventure and human hearts. And lovely Irene Castle, dancing, swimming, facing the firing line of love!

(Mention other attractions here)

BELOW is a layout for a four-column advertisement on "The Firing Line." On following pages you will find one-column, two-column and three-column advertisements. Mats of these layouts may be obtained free from your Famous Players-Lasky Exchange, and electros at cost.

The two-column layout on the right is for supplementary use, for a running advertisement during your showing of the picture, or for those who wish to use small two-column space.

More "ads" mean more patrons; bigger "ads" bigger business.



THEATRE NAME

ALL WEEK *11 A.M. to 11 P.M.*

Adolph Zukor Presents

IRENE CASTLE

in "The Firing Line"

A PARAMOUNT-ARTCRAFT SPECIAL

"THE glass of fashion and mould of form"—lovely Irene Castle will dance into your heart in this big, brilliant, colorful drama of life at gay Palm Beach. Charming gowns, stirring adventure, laughter and love and tears amid the flowers and fountains of Florida. Robert W. Chambers' famous novel come to life! Keen with satire, rich with romance, warm with the red blood of love and youth.

Scenario by Clara Beranger **Directed by Charles Maigne**

(Set the rest of your program here)

THEATRE NAME

MON., TUES., WED. *CONTINUOUS, 11 A.M. to 11 P.M.*

Adolph Zukor
PRESENTS

IRENE CASTLE

in "The Firing Line"

A PARAMOUNT-ARTCRAFT SPECIAL

ROBERT W. CHAMBERS' famous novel come to life! With "America's best dressed woman" in the leading role! The color and charm of gay Palm Beach. The rugged strength of the North. The ardor and love of youth. The lure and luxury of smart society adventuring. A big, human picture that will delight your eye and grip your heart. Come!

Scenario by Clara Beranger ***Directed by Charles Mainge***

(Mention other attractions here)

NEW TIE-UP FOR EXHIBITORS

Who Book The Superb

A Paramount-Artcraft Special Picture

"The Firing Line"

Starring IRENE CASTLE

The Ladies Home Journal, With a Circulation of 2,000,000, Places Itself and Its Staff of Exploitation Experts all Over the Country, at the Disposal of all Exhibitors Who Display This Unusual Production.

THE Ladies' Home Journal, with a national circulation of over two million, has placed itself and its staff of exploitation experts scattered all over the country at the disposal of every exhibitor who has booked or will book "The Firing Line," the great Paramount-Artcraft Special starring Irene Castle.

This is one of the greatest and most effective tie-ups that the Famous Players-Lasky Corporation has ever secured for the benefit of its exhibitors and it indicates to what extent that corporation will cooperate with those who display its productions to make for success and big box-office returns.

Three Full Pages of Gowns

In the July, 1919, issue of The Ladies' Home Journal, which will be on the stands by July 1st, three full pages are devoted to a description of the gowns which Irene Castle is wearing in the Paramount-Artcraft Special, "The Firing Line." They are copiously illustrated and the entire article, written and signed by Miss Castle herself, is one of the features of this issue of the magazine.

To bring to the attention of its two million readers the fact that the July issue contains this illustrated article, The Ladies' Home Journal, through its exploitation department, is having distributed throughout the country one million cards, in several colors, of the same size as the regulation window cards, which will be put in store windows, tacked on fences, telegraph poles, etc. Mention in big type is made of the fact that the gowns shown and described in the article can be seen in the Paramount-Artcraft Special, "The Firing Line."

When The Exhibitor Comes In

arrangement. Here's where the exhibitor himself cuts in. The Home Office of The Ladies' Home Journal at Philadelphia has instructed its staff of exploitation experts centered in the big cities throughout the country and covering the entire country to place themselves at the disposal of the Famous Players-Lasky exchanges and through them at the disposal of the exhibitors playing "The Firing Line." They will cooperate in every way with the exhibitor.

Will Secure Window Displays

One of the things arranged for is to secure window displays wherever possible and actually show copies of the gowns described and illustrated in the article and worn by Miss Castle in "The Firing Line." Provision will be made to display the exhibitor's announcement cards and stills showing scenes from "The Firing Line." Prominent display will be given these and the only expense to the exhibitor will be the cost of the cards and stills. In return for the cooperation and assistance rendered by The Ladies' Home Journal, its staff of exploitation experts, and the various local stores, the exhibitor is asked to show a slide at appropriate intervals advertising the article in the magazine. This slide can be obtained from the nearest Famous Players-Lasky exchange free of charge.

How Service May Be Obtained

Arrangements for the services of the local Ladies' Home Journal representative can be made at the nearest Famous Players-Lasky exchange. Live-wire exhibitors everywhere will instantly see the immense and far-reaching possibilities of this tie-up. Handled in a showman's way it cannot help but bring

Advance Press Stories of "The Firing Line"

To Be Sent to the Newspapers Immediately Prior to and During the Display of Irene Castle's Dramatic and Gripping Photoplay

A Paramount-Artcraft Special Picture

"THE FIRING LINE" IS IRENE CASTLE'S STARRING VEHICLE

Excellent Role for Famous Star in Picturization of W. R. Chambers' Novel

IRENE CASTLE, internationally famous dancer and motion picture star, will be seen for the first time as a Famous Player-Lasky star in an adaption of Robert W. Chambers' popular novel, "The Firing Line." It will be shown at the ..... theater for .... days beginning ..... next.

Mrs. Castle recently returned from England where for seven months she worked in American and British hospitals. During her stay in England she appeared by command before the King and Queen on one occassion and on another gave a performance at the welcome entertainment accorded Gen. Joffre on his visit to London. A nervous breakdown compelled her to give up her work there, but on her recovery she began work on the Paramount Artcraft special picture, "The Firing Line."

"The Firing Line" first appeared in serial form in the Saturday Evening Post in the early part of 1907. It proved one of the most popular magazine stories at that time and a year later was published in book form by D. Appleton & Co. The central character is Sheila, the adopted daughter of Mr. and Mrs. Cardross, New York millionaires who also have three flesh-and-blood daughters. She does not know of her adoption until she overhears a chance remark. Upset and in a brooding mood, she marries Malcourt, a boyhood friend who is inherently morbid.

This marriage is without love and this fact is responsible for the gripping developments that follow. The story has been well handled and the situations are most dramatic and thrilling. An excellent company appears in support of the star, Robert V. Steele playing opposite the star.

SCENES OF BEAUTY IN IRENE CASTLE'S "THE FIRING LINE"

Star and Company Journey to Florida Where Scenes Were Filmed

IRENE CASTLE, with her director, Charles Maigne, and the players engaged to support her in the Paramount-Artcraft special picture, "The Firing Line," went to Miami, Fla., where most of the scenes of the picture were photographed. It will be shown at the ..... theater next .....

The cast contains the most formidable array of talent engaged for a motion picture production in many a day. Heading the list, in the two most prominent male roles, are Robert V. Steele and David Powell, and among the others are J. H. Gilmore, Frank Losee, Rudolph de Cordova, Charles Carig, Philip S. Rice, Robert Schable, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys Coburn.

The scenario of "The Firing Line," which is one of the best known novels from the gifted pen of Robert W. Chambers, is the work of Clara Beranger. The central character of the story is Sheila, the adopted daughter of Mr. and Mrs. Neville Cardross, New York millionaires. She does not know of her adoption until she overhears a chance remark. Upset she marries Malcourt, a childhood friend who is inherently morbid.

The marriage is without love, and eventually another and more attractive man meets Sheila and falls in love with her. Malcourt shoots himself thus uniting the lovers.

There are many gripping scenes in the picture all of which afford Irene Castle abundant opportunities for the display of her genius. She will be seen as a swimmer off the coast of Florida and she is the central figure of every dramatic situation in the picture.

IRENE CASTLE WON FAME AS NURSE IN "THE FIRING LINE"

Famous Dancer and Star Has Most Thrilling Experiences as War Nurse

IRENE CASTLE, star of the superb Paramount-Artcraft special picture, "The Firing Line," which will be shown at the ..... theatre next ....., has an enviable war record as entertainer and nurse. She spent many months on the firing line in France and as a nurse in British and American hospitals in England, she won the undying respect and gratitude of every wounded soldier to whose comfort she devoted all of her time.

After her husband's death Irene Castle "enlisted" as an entertainer, and worked until her health broke down. On the way to England—crossing on the Megantic, full of troops—she found her first work, singing, dancing, and telling stories to the boys as the boat plowed its way through the submarine zone.

Then one night there came a submarine warning, and an hour of terrible tension before the ship escaped unharmed. By that time it was 2 A. M., and Mrs. Castle proceeded to give an impromptu "performance" to "make the boys forget" and cheer them up for what was left of the night.

Though she was commanded to appear before the King and Queen, and also had Marshal Joffre as a spectator, the greater part of Mrs. Castle's work was with the "blighted" Tommies and doughboys.

In "The Firing Line," a picturization of the famous novel of the same name by Robert W. Chambers, Irene Castle has the role of Sheila Cardross who finds love and happiness after travelling a thorny road. She is admirably supported by a clever cast of players headed by Robert V. Steele as the leading man.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

An Enjoyable Time Was Had by All!

YES, it's Irene Castle, and the other member of the party is Captain Robert E. Treman of Ithaca, N. Y., to whom the world famous dancer and actress was recently married. Note his resemblance to the late Vernon Castle in the above photograph, which is the first to be published, showing how this dainty bride is honeymooning at Lake Placid. Business combines with pleasure since Mrs. Irene Castle Treman went to the Adirondacks to complete the motion picture which she began in Miami, Fla., just before her marriage. This picture shows the couple in a "set" at the Famous Players-Lasky studio at Lake Placid in an off moment when the bride's services were not required before the cameras for her new picture, "The Firing Line."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

IRENE CASTLE WELL KNOWN AS PLAYER

Famous Entertainer to Be Seen in "The Firing Line"

IRENE CASTLE, a popular figure in the entertainment field for several years, who recently became a motion picture star by virtue of a contract with the Famous Players-Lasky Corporation, will appear in her first Paramount-Artcraft special picture, "The Firing Line," a picturization of Robert W. Chambers' celebrated novel of the same name, at the ..... theatre next .....

Mrs. Castle started her stage career in vaudeville and subsequently married Vernon Castle, who lost his life in 1918 while serving as a Captain in the British Flying Service. As a dancing team the Castles established a reputation unparalelled by any other professional dancers in recent years. Later they continued their success in musical comedy, their last appearance being in "Watch Your Step."

The locale of "The Firing Line" is New York and Palm Beach and the photoplay was filmed in those places. The director was Charles Maigne and the scenario was written by Clara Beranger.

Clever Players

AN unusually large cast of players appear in the big Paramount-Artcraft special picture, "The Firing Line" starring Irene Castle, the famous dancer and entertainer, which is on view at the .....theatre this week. Robert V. Steele is leading man. The cast includes J. H. Gilmore, Rudolf de Cordova, Charles Craig, Phillip S. Rice, Robert Schable, Frank Losee, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys Coburn.

SPENDS HONEYMOON WORKING IN PICTURE

Irene Castle, Bride, Appears in "The Firing Line"

WHEN Mrs. Irene Castle became the bride recently of Captain Robert E. Treman, of Ithaca, N. Y., she was determined that this event should in nowise interfere with her work in the filming of the scenes of "The Firing Line," the Paramount-Artcraft special picture which will be shown at the ..... theatre next .....

Although Mrs. Castle's engagement had been persistently rumored for several weeks, the wedding arrangements were kept secret by the bride. In fact, until a Saturday morning in May the hour of the wedding was unknown to any except relatives and intimate friends.

Mrs. Castle was working at Fort Lee in "The Firing Line," until nearly 4 o'clock that morning. After a few hours' rest she hurried to the subway where she met Captain Treman and they went to the "Little Church Around the Corner." The ceremony over, it was only a few hours before they were on their way to Lake Placid where exterior scenes were made for "The Firing Line." Following the completion of the work there Captain Treman and his bride went to Ithaca where a handsome home, the gift of Captain Treman's father was in readiness for them. Although Mrs. Castle has given up dancing as a profession, it is announced that she will continue her work in motion pictures.

"The Firing Line" Great

THE big Paramount-Artcraft special picture, "The Firing Line," starring Irene Castle, the celebrated dancer and entertainer, which is on view at the.....theatre this week, has been voted great by the patrons of that theatre. It is a thrilling photoplay, excellently produced and the various roles are in highly competent hands.

"THE FIRING LINE" CELEBRATED NOVEL

Irene Castle's Starring Vehicle Admirable Picture

RECOGNIZED as one of the world's leading novelists, Robert W. Chambers numbers among many other successes, his novel of "The Firing Line." The story first appeared as a serial in the Saturday Evening Post in 1907, and a year later it was published with great success by D. Appleton & Co. The theme is a highly interesting one and its central character, Sheila Cardross, is one of the strongest heroines of the Chambers gallery of pen portraits.

The picturization of the novel provides Irene Castle, the famous dancer and entertainer an admirable role, that of Sheila Cardross. It is a Paramount-Artcraft special picture and will be shown at the..... theatre next ..... Robert V. Steele plays opposite the star and the support is of the highest standard of excellence.

Capable Director

ONE of the best known men identified with motion pictures is Charles Maigne, a brilliant scenarist and director. He directed Mrs. Castle in "The Firing Line," the Paramount-Artcraft special picture which is on view at the ..... theatre this week and his work displays exceptional merit. Mr. Maigne knows his business from every angle and his direction is distinctly artistic.

"The Firing Line" Scores

IRENE CASTLE'S great Paramount-Artcraft special picture, "The Firing Line," has scored a decided hit at the ..... theatre where it is delighting large audiences this week. The picture is based upon Robert W. Chambers' successful novel of the same name, and none of its beauty has been lost in this picturization by Clara Beranger. Robert V. Steele is the leading man and heads a competent cast of players.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

A Movie Honeymoon

IRENE CASTLE had not completed her work in a film when she decided to get married to Captain Robert E. Treman. But that didn't stop her. The couple went over to New York, were married in the famous "Little Church Around the Corner," and then went on to Lake Placid, where some exterior scenes for the picture were to be made. Mrs. Treman, incidentally, has given up professional dancing and is back in the films to stay. Her first picture since her return from war work is a Paramount-Artcraft Special, a screen version of Robert W. Chambers' "The Firing Line."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat To Your Newspaper Today! It Is Free!

Catch Lines From "The Firing Line"

For Use of Exhibitors in Their House Programs, Advertisements or Other Forms of Exploitation of this Superb Paramount-Artcraft Special Picture

Quotations From the Great Chambers' Novel That Reveal the Spirit of the Picture

WHY is it that a man is eternally occupied in thinking about the effect he produces on women?

I'm afraid it is going to take me almost five minutes to forget you.

You're twenty-five and busy. I'm forty-five—and burnt out—and still drenching the embers with the same stuff that set 'em ablaze.

No man is fit for decent society until he has lost all his illusions, particularly concerning women.

Life is like a stomach; if you fill it too full it hurts you.

It took several generations for the Malcourts to go to the devil; but I fancy we'll arrive in time.

The face of Sheila Cardross glimmered through her dreams, and a thrill of foreboding touched her, lest the boy she loved might find in that face a peril not lightly overcome.

She is unusually beautiful. God knows what blood is in her veins to form a body so divine.

Something in you certainly appealed to something reckless in me; yet I did not really feel very sinful.

All young girls are ignorant. If they begin with a dreadful but innocent mistake, does the safety of society require of them the horror of lifelong degradation?

"Is this the sort of friendship you bring me?" she asked almost fiercely. "And I cared for you, bared my heart to you, wrung every secret from it, thinking you understood. And you turn on me, counselling law, divorce, horrors unthinkable—because you say you LOVE me!"

MALCOURT smilingly continued writing to his attorney: . . . . "This in case I suddenly snuff out. Here is a list of eighteen ladies. Each is to have one of my eighteen Chinese gods. To my wife I leave the nineteenth god."

"Well, Hamil, we'll go on in your own fashion, if we must—for a while. But"—and he laughed mirthlessly—"if it ends in a little shooting—you mustn't blame me."

"You know," he said, with an ugly glimmer in his eyes, "I need not continue this appeal to your common sense, if you haven't got any. I can force you to a choice—between honest wifehood and honest divorce."

There's a man down-stairs who talks in empty rooms and listens to things I cannot hear—I mean Louis Malcourt! And I can't endure it—the table that moves, and the—O Garry! Take me away with you!

She has a way of looking at you which is pure murder to the average man.

Louis, I do love you! There are times—there are moments when I cannot endure it—the thought of losing the disgrace of your lips—your arms—the sound of your voice. Don't go and leave me like this—don't go!

She felt a cool thin pressure on her finger, and glanced down at the ring sparkling white fire. Then, locked in Garry Hamil's embrace, she lifted her lips to his.

"Louis!" panted Portlaw, "they say Hamil is dying——"

"Damn you," whispered Malcourt fiercely, "will you shut your cursed mouth!"

I want him to myself. Can't you let me have him even when he is dying?

How does the world regard a woman of no origin—whose very name is a charity?

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE FIRING LINE"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
Film Trailers .....3.00 each
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Firing Line"

..... 1919

Dear Miss Green:

The newspapers have told you of the marriage of Irene Castle, world famous actress and dancer.

Did you know that she spent her honeymoon finishing the new Paramount-Artcraft special picture "The Firing Line?" Perhaps the unusual circumstances connected with this production - begun in Florida before and finished at Lake Placid after her marriage to Captain Treman - account for Mrs. Castle's superlatively fine work. For this reason we have secured "The Firing Line" and will exhibit it from ..... to .....

The secret marriage of a society beauty who repented of her hasty action immediately after the ceremony forms a basis for the story as picturized from Robert W. Chambers' best novel. A spiritualistic warning - a man who laid down his life that his friend and the girl he loved might be happy - these are the sort of dramatic situations which make the picture unique in cinema-craft.

Throughout you will see Mrs. Castle in the active type of work in which she is greatest - as swimmer, horsewoman, dancer. Despite the title, it is not a war story, although equally exciting. Plan to see it!

Sincerely yours,

..... Manager

Post Cards on "The Firing Line"

Exhibitors will be wise to mail at least one of these Cards to their patrons

..... 1919

Dear Miss Green:

Irene Castle's first Paramount-Artcraft special picture, begun before and finished after her recent marriage, comes here today. "The Firing Line" is the name of this thrilling picture.

Perhaps you have read the novel by Robert W. Chambers? If so you will appreciate the artistry which has converted this remarkable story into a picture as good as the original book.

Sincerely yours,

Manager .....

..... 1919

Dear Miss Green:

Mark down in your engagement book this date ..... That's the day when Irene Castle comes to us in the Paramount-Artcraft special picture "The Firing Line."

The story is based on the Robert W. Chambers famous novel. Mrs. Castle started this picture in Florida before her recent marriage to Captain Treman; and it was completed at Lake Placid. Mrs. Castle has done brilliant work in this photoplay.

Sincerely yours,

Manager .....

If Letter will not serve, use one of Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Order No._____

Play Date	Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

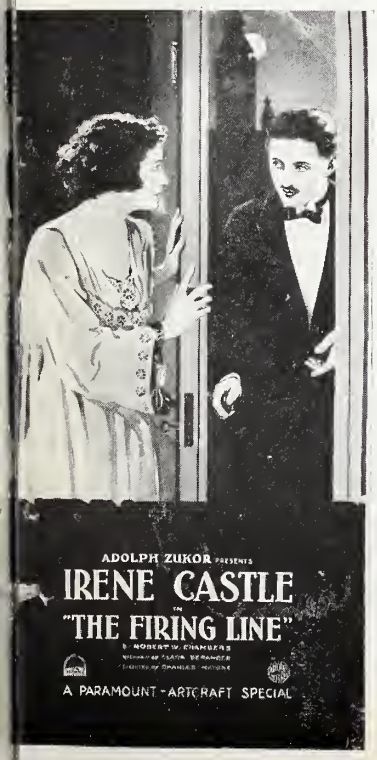
ADVERTISING POSTERS

Twenty-Four Sheet

One Sheet

One Sheet

Six Sheet



Three Sheet

How will you advertise

IRENE CASTLE

in

"THE FIRING LINE"

BIG!

But How ?

POSTERS!!!

1 sheet—3 sheet—6 sheet—24 sheet

All overtown! Everywhere!

That's the way to turn 'em away—
Every Show

Roto, One Sheet - - - - - Price .12

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 2

A Very Good Young Man

Scheduled Release Date: **6 Jul 1919**

How To "Put Across"

BRYANT WASHBURN

IN

"A Very Good Young Man"

By Martin Brown and Robert Housum — Scenario by Walter Woods — Directed by Donald Crisp

A Paramount Picture

Advertising Cuts and Mats

Advance Publicity Stories

Current Publicity Stories

Reviews of Picture

Material For Programs

Newspaper Scene Cuts

Lithographs Promotional Ideas

Newspaper "Star" Cuts

Stills, Slides, Gelatins, Etc.

Noteworthy Features

A Corking Good Advance Publicity Story

A 3-Column Ad-Cut That Will Get More Than Ordinary Attention

A 3-Sheet Poster That Will Stop The Crowd

Notes For Your Program

A 1-Column Scene Cut That Any Editor Will Print.

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Facts for Exhibitors Regarding Bryant Washburn and His New Picture "A Very Good Young Man"

WIDELY known as a player of exceptional ability, and unusually popular with his large clientele, Bryant Washburn is a screen attraction of the first class. Exhibitors who seek to advance their own interests cannot afford to overlook any photoplay in which he is the star, and it follows therefore, that his latest starring vehicle, "A Very Good Young Man," in which his attractive qualities are displayed to the finest advantage, will engage their most earnest attention.

Bryant Washburn, Star

ALTHOUGH comparatively new to Paramount audiences, Bryant Washburn is a screen star whose following of admirers grows vastly with each new picture in which he appears. He is young, handsome, studious, athletic, and besides being talented, he possesses personal qualities which add immensely to his popularity. All who saw him in "The Way of a Man With a Maid" and "Venus in the East," will be gratified to know that in "A Very Good Young Man," he does not appear as a small town boob, but as a young man who is a model of perfection —so perfect in fact, that the girl he loves, unwilling to believe that a young man who has not sowed his wild oats can be a good husband, turns him down. Then he goes the gait to the limit and how he wins her in the end, makes a delightful screen story.

Martin Brown, Author

MARTIN BROWN, author of the three-act comedy, "A Very Good Young Man," which was picturized for Mr. Washburn, is a well known stage and screen writer. The play was produced in New York in 1918, and it scored a decisive hit. His collaborator in the production was Robert Housum, a well known stage writer.

Walter Woods, Scenarist

WALTER WOODS, who wrote the adaptation of "A Very Good Young Man," is one of the latest additions to the scenario staff of Famous Players-Lasky Corporation. Mr. Woods, during his long and varied career has served as stage manager for numerous stock and road productions, and as manager and director of stock companies. He has written many original scenarios, all of which have been recognized successes.

TABLE OF CONTENTS

Donald Crisp, Director

DONALD CRISP was Mr. Washburn's director in "A Very Good Young Man." Mr. Crisp has a thorough understanding of the star's talents and is thus enabled to get the best possible results from a scenario. Before taking up the megaphone Mr. Crisp played heavy and character roles in many pictures of the leading actors of the day.

A Captivating Story

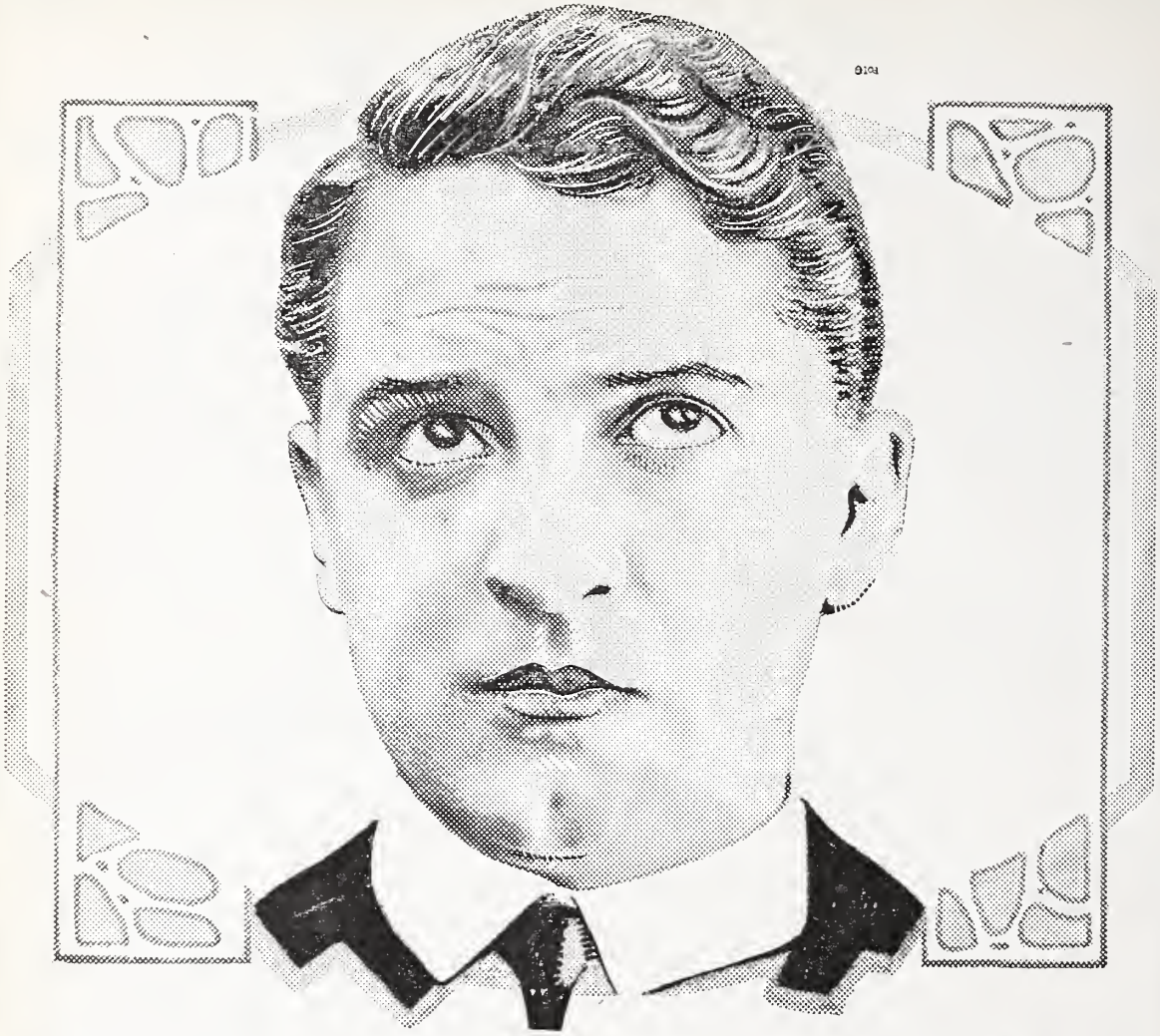
LE ROY SYLVESTER, a model young man, loves Ruth Douglas, who is also infatuated with him. Ruth's mother, however, preaches to her that all men must sow their wild oats some time and that if LeRoy is so good now he will make up for lost time after marriage. Ruth is impressed and when LeRoy proposes she turns him down. He decides to win her, and starts out on a rampage. He takes Osprey Mandelharper, a giddy girl, to a sporty hotel for dinner, and drinks, and fights with the neighborhood bully, knocking him down. On the roof garden he flirts with Viva Bacchus, an actress who has accepted bonds in settlement of a breach of promise suit, from Mrs. Love, the mother of Adrian, the man she loves. Mrs. Love has arranged a marriage for her son that very night. Le Roy is suspected by Blood, the house detective, as having robbed Mrs. Van Zant. In an elevator Adrian asks LeRoy to hold the license, Johnny Binds asks him to hold a package containing the stolen jewels, the elevator boy asks him to hold a flask, a deck of cards and some dice so he will not lose his job. LeRoy gladly accepts all these things as he wants trouble, and refuses to return the packages. Viva takes him to a gambling resort and LeRoy makes big winnings. Believing he has proved that he has sowed his wild oats and is worthy of Ruth, he restores the various packages, but instead of being accused of crime, he is thanked all around. He gives up the job of being a bad man in disgust, but is rendered happy by the declaration of Ruth that she will marry him despite his failure as a would-be criminal.

Fine Support

MR. WASHBURN is finely supported in this comedy. Miss Helene Chadwick, a beautiful and accomplished player, is leading woman, and besides her there are Julia Faye, Helen Eddy, Wade Boteler, Sylvia Ashton, Jane Wolff, Noah Beery, Anna Q. Nilsson, Edward Burns, Mayme Kelso and Charles West.

C. E. Schoenbaum, Camerman

THE excellent photography which is a feature of "A Very Good Young Man" is the work of C. Edward Schoenbaum, a genius in the photographic field and a veteran motion picture cameraman.



BRYANT WASHBURN in "A Very Good Young Man"

A Paramount Picture

BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9101, illustrated on page 2 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

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"WHY I WENT TO THE WEST"

by Bryant Washburn

Popular Paramount Star Worked for Seven Years to Get to California and Having Accomplished His Purpose he is the Happiest Man in the World * * * Story of the Star's Rise to Fame and of the Smile That Won't Rub Off.

THERE is no doubt but that Horace Greeley had the right idea when he advised the young men of his generation to go west. And although I am not of his generation his advice held good with me.

For seven years it has been my dream to work in pictures in California, but only just recently was I able to maneuver. Now I'm there and I'm happy.

Of course "the west" is rather an elastic term. To New York people Pittsburgh is the west, while the people of Pittsburgh consider Chicago the west. But to me, when I lived and worked in Chicago, there was only one west, the west of California. To be more exact, the west of the Lasky lot in Hollywood, where Paramount and Artcraft Pictures are made. To reach that spot and work there was my great wish.

Not that I don't like Chicago. It is my birthplace, my home, and it's a great city. All the fondest memories of my boyhood are tied up there. It was from Chicago that I broke into the theatrical game, sometimes called the art of the speaking stage.

I started in by the front door, or head-usher-route. But I always watched the actors on the stage, studying their methods, and longing for the time when I could work with them. My next step, however, took me even farther away from the stage.

I went into the box office of a Chicago theatre. From there I managed to attract the attention of a famous actor, George Fawcett, who gave me a bit to do in a play in which he was starring. I went on the road with him, then took a flier with a stock company, and returned to Mr. Fawcett's company to play parts of more importance.

Then came a chance to enter the pictures. The owner of a Chicago motion picture company made me an offer and I entered pictures to do as so many actors did in those days—earn a little extra money during my vacation.

I was to work in the pictures for ten weeks and then return to the speaking stage. Instead I worked for seven years, and always in Chicago.

When the picture companies began to migrate to California in large numbers and to send back extraordinary pictures taken in that beautiful country, I became eager to try my luck out West. I went to the head of the company I was working for and asked him to send me out. But he didn't like the idea, so I stayed on in Chicago.

One by one the other motion picture stars who were friends of mine traveled westward, and still I continued to make film in the windy city. And as my chance of going West grew smaller my desire to go there grew larger.

Then suddenly my chance came and before you could say Jonathan Robinson I was in Southern California among the roses and palm trees and everything. And I was performing to the merry music of a motion picture camera. Then presto! the luck broke my way again and I was working over on the Lasky lot. So that's why I wear a smile these days that you couldn't rub off with sandpaper.

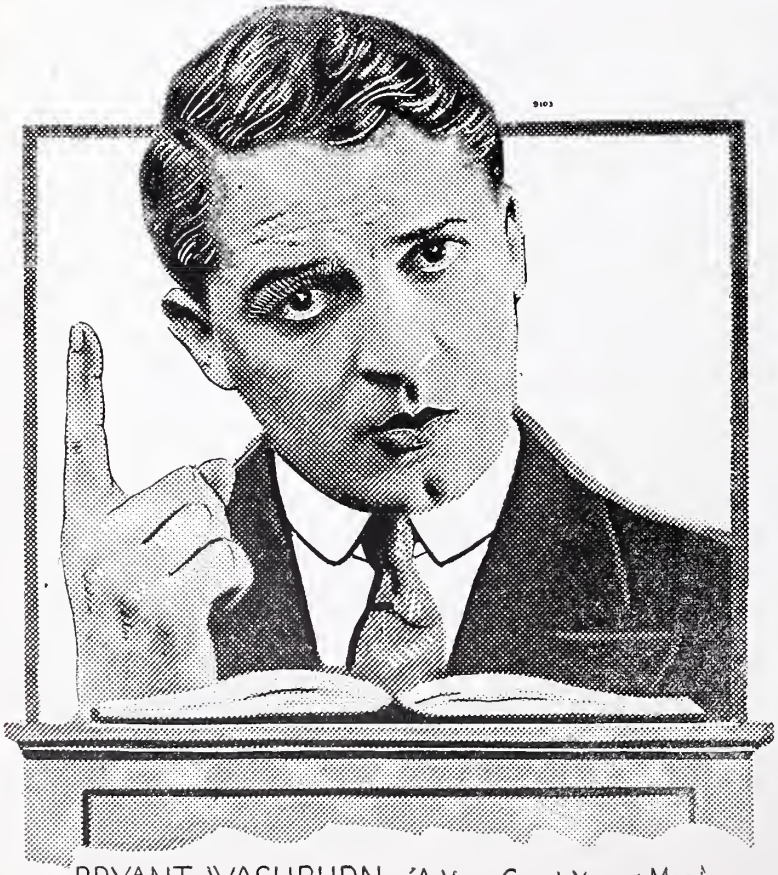
I've met the jolliest, friendliest crowd I've ever worked with and there's a spirit of give-and-take, of absolute good humor, and of desire to get the most out of work that does my heart good.

BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9100, illustrated on page 4 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9108, illustrated on page 4 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture



BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9103, illustrated on page 4 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

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Cast and Story of "A Very Good Young Man"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's Latest Photoplay.

A Paramount Picture

Bryant Washburn a Model Young Man Who Vainly Tries to Be a Bad Man in Fine Comedy, "A Very Good Young Man"

Photoplay, Based on Successful Stage Production, Filled With Humorous and Exceptionally Strong Situations and Story is Appealing.

LE ROY SYLVESTER, a young man with the cleanest of habits and morals, is in love with Ruth Douglas. Ruth also loves LeRoy, but Ruth's mother lectures to her that she must beware of these model young men who are faultless before marriage. Her theory is that every dog has his day, and that if a man is the model of perfection before marriage he will sow his wild oats later, causing much unhappiness to his wife.

Ruth is deeply impressed by this argument and when LeRoy calls with an engagement ring, she refuses him, telling him he is too good to be true.

LeRoy determines to win her at any cost. If she wants a bad man, a flirt, a gambler, a thief—if he must be all these things to win the girl he loves, then be them he must. He makes his debut as a sower of wild oats by escorting Osprey Mandelharper, a giddy young lady, to a sporty hotel where he carouses and drinks and even gets in a fight with Tom Hurley, the neighborhood bully. But this is not enough. LeRoy registers himself and Osprey as man and wife. Up on the roof, he starts a flirtation with Viva Bacchus, an actress.

Viva has just settled a breach of promise suit with Mrs. Love, the mother of Adrian Love whom she loves, having accepted some bonds in settlement. Although Mrs. Love has promised that Adrian will not marry, she has in her possession a marriage license and is planning her son's marriage that night to another girl.

Mrs. Van Zant, a wealthy guest, reports the loss of her jewels and Blood, the house detective, suspects LeRoy as being the thief. Viva, hoping to get a little sensational advertising, reports the loss of her bonds. LeRoy, still keeping tab on Viva, leaves Osprey, gets in the elevator and starts down. The elevator sticks between floors. In the elevator, besides LeRoy, are Adrian, Johnny Binks and the elevator boy. Fearing search, Adrian asks LeRoy to hold his marriage license. Johnny Binks asks him to hold a package containing the stolen jewels, and the elevator boy, fearing to lose his job, asks LeRoy to hold his whiskey flask, a deck of cards and a pair of dice. This is just what LeRoy wants—trouble, and delighted at the prospect of being searched and having all these things found on him, he willingly holds all of them.

The elevator arrives at the bottom and Viva, not wishing to heap scandal upon Adrian's head, suddenly discovers her bonds in her dress, and forbids the search. LeRoy is disappointed by this sudden turn of events. The men now demand the return of their various belongings, but LeRoy refuses. He whispers to Viva that he has something of Adrian's which may interest her and will show it to her if she will take him to a gambling house.

Viva consents. At the gambling house, LeRoy comes near cleaning out the place. He decides to bring the matter to a head. He phones Mrs. Van Zant that she may have her jewels if she will call at the Mandelharper home for them. He takes Viva in a taxi, gets Ruth and proceeds to the Mandelharper residence.

When they arrive at the Mandelharper address, LeRoy is happy in the thought that he can present all his crimes to Ruth. To his surprise he gets thanks on every hand. He has unconsciously done everybody there a good turn. The police thank him for his valuable aid in helping to close the gambling resort, and Adrian having been disinherited by his mother resolves to marry Viva.

LeRoy hopelessly turns to Ruth and tells her that as a thief, gambler, drunkard and flirt he is a miserable failure, but asks if she will take him in spite of this handicap, and Ruth now gives her consent, fully convinced that LeRoy is good enough for her.

"A VERY GOOD YOUNG MAN"

The Cast

Leroy Sylvester — **Bryant Washburn**
Ruth Douglas, Helene Chadwick
Kitty Douglas ..... **Julia Faye**
Tom Hurley ..... **Wade Boteler**
Mrs. Douglas .... **Sylvia Ashton**
Mrs. Mandelharper ... **Jane Wolf**
Osprey Mandelharper — **Helen Jerome Eddy**
Blood ..... **Noah Beery**
Viva Bacchus .. **Anna Q. Nilsson**
Adrian Love ..... **Edward Burns**
Mrs. Love ..... **Mayme Kelso**
Johnny Binks .... **Charles West**

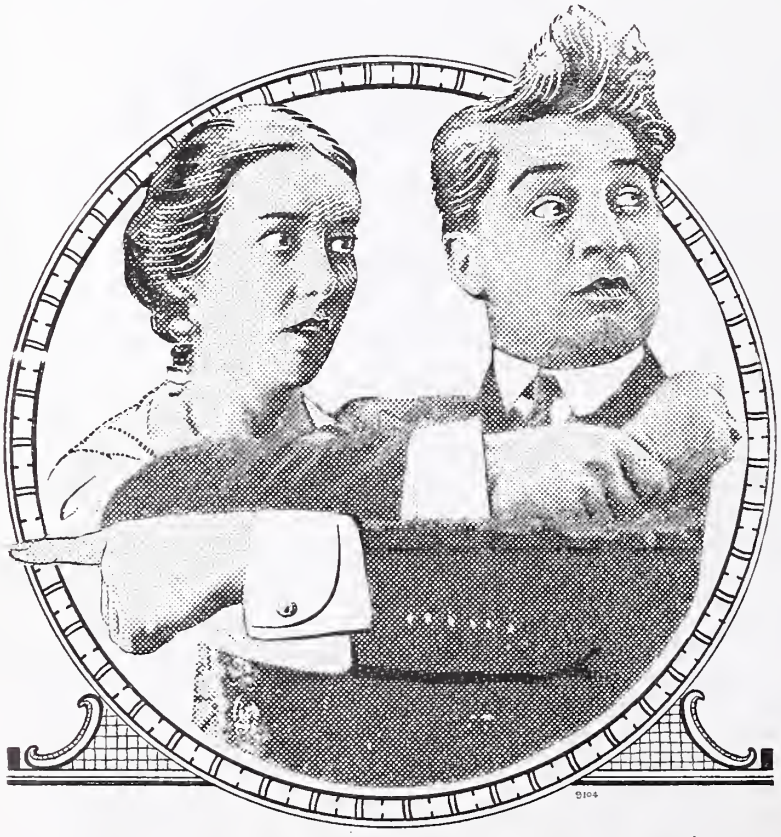
Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9106, illustrated on page 6 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9107, illustrated on page 6 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture



BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9104, illustrated on page 6 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

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EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "A Very Good Young Man"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

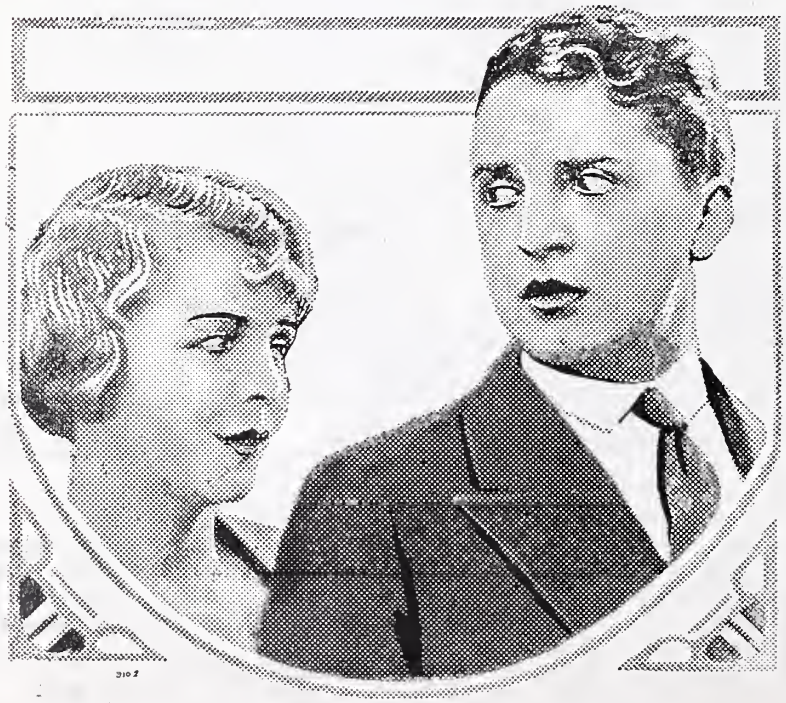
Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture



BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture

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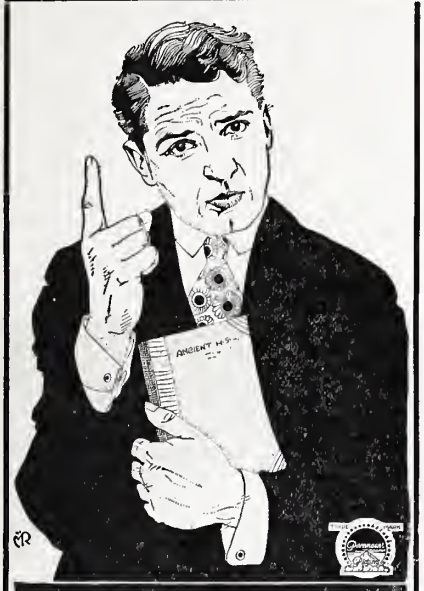


Jesse L. Lasky Presents

BRYANT WASHBURN

in

"A Very Good Young Man"

A Paramount Picture

HE was too good to be true. She could't believe that any young man could have habits so saintly. Result: she wouldn't take the solitaire.

So what do you think he did? Went right to work like a regular fellow to make the family reputation a fit subject for the laundry!

That's where the fun starts in "A Very Good Young Man." Miss this picture? Perish the thought!

"FATTY" ARBUCKLE

in

"A Desert Hero"

Theatre Name

THEATRE NAME

Jesse L. Lasky Presents

BRYANT WASHBURN

in

"A VERY GOOD YOUNG MAN"

A Paramount Picture

By Martin Brown and Robert Housum
Directed by Donald Crisp

Scenario by Walter Woods

HIS family's reputation was in sad need of a vacuum cleaner after he got done repudiating his previous saintly reputation, but it got him the girl—and what do you care for his family reputation if you get fun and he gets the girl?

"Hearts and Flowers"

A Paramount-Mack Sennett Comedy

Theatre Name

By Martin Brown and Robert Housum
Scenario by Walter Woods Directed by Donald Crisp

THE sight cut like a knife into his tender sensibilities—his modesty was shocked beyond indentification.

But he remembered that, to get HER, he had to be an outrageous devil—

So, turning a face that was scarlet with shame, "the very good young man" closed one eye and—Heavens! The creature winked back!

But it got him the REAL GIRL! How? Come to see this unusually good Bryant Washburn picture.

EXHIBITORS!

Here's the jazz baby cut! The little wonder that'll keep 'em coming after a day or two of big advertising. Try these tiny business getters out, won't you? We think they'll pay handsomely.

Advance Press Stories on "A Very Good Young Man"

To Be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's Latest Photoplay.

A Paramount Picture

COMEDY ABOUNDS IN BRYANT WASHBURN'S LATEST PHOTOPLAY

"A Very Good Young Man" Provides Fine Role for Popular Paramount Star

IN "A Very Good Young Man," Bryant Washburn's new Paramount picture, will be found another of that star's productions in which light comedy reigns supreme. It will be shown at the ..... theatre for ..... days, beginning next .....

Mr. Washburn has gained an immense following of picture-goers who find genuine entertainment in his brand of celluloid fun, a variety wherein the star usually plays the part of a boob who sooner or later wakes up and shows his true worth.

In this production, however, Mr. Washburn plays the part of a young man whose stainless character is the talk of the town. He has never done anybody a wrong, never lied, never stolen, never flirted nor gambled. All of the small petty vices which are common in the life of the average young man are strangers to him, and, furthermore, he never expects to make their acquaintance.

But, when he proposes to his sweetheart she refuses him with the surprising statement that he is too good to be true—that his wild oats would probably crop out after they were married and her life be rendered unhappy.

The very good young man is determined to win her at all costs. The way he accomplished his purpose doubtless will afford everyone a genuine treat. The picture was directed by Donald Crisp.

The adaptation was made by Walter Woods from the three-act play by Martin Brown. C. Edward Schoenbaum was the photographer and the cast includes Helene Chadwick, Julia Faye, Wade Boteler, Sylvia Ashton, Jane Wolf, Helen Eddy, John Burton, Anna Q. Nilsson, Mayme Kelso and Jack

WASHBURN BAD MAN? HE TRIES TO BE BUT FAILS IN NEW FILM

"A Very Good Young Man" Proves Assumed Vices May Pave the Way of Love

THE unusual title, "A Very Good Young Man," fittingly describes the role played by Bryant Washburn in his latest Paramount picture of that name, which will be shown at the ..... theatre next .....

He is in this characterization, a very good young man, indeed, with emphasis on the "very." In fact, he is so good that his sweetheart, despite her love for him, is obsessed with the fear that the bad within him has not yet taken form and will probably come forth in all its fury after their marriage and make her lot an unhappy one. So she refuses to become his wife.

Whereupon, the good young man decides that he will practice all the vices and thus, after getting them out of his system, will go to his beloved with a beautiful record of wrong-doing and demand her hand in marriage.

He enters the game for all it is worth and gets into some pretty mix-ups, but at the finish he finds that on every hand each of his supposed crimes has proven a boon to someone instead of an injury, and gives up hope of ever being a crook.

His sweetheart, realizing that he is a failure as a lawbreaker, flirt and gambler, gladly takes him, even though he will have to go through life under the burden of that awful handicap of being hopelessly good.

Donald Crisp directed and C. Edward Schoenbaum was cameraman. An excellent cast supports the star, Helene Chadwick playing

SOW WILD OATS? SEE HOW WASHBURN DOES IT IN NEW COMEDY

"A Very Good Young Man" at First, Then for Love, How Reckless He Became!

CERTAIN well-informed women have raised the point that every man is naturally possessed of a certain amount of the proverbial "wild oats" and that somehow, somewhere, sometime, in spite of everything, he will sow them and reap his harvest; early in life, perhaps, but certainly later.

But in "A Very Good Young Man," a Paramount picture to be shown at the..... theatre next....., Bryant Washburn plays the stellar and rather unique role of the very good young man. The young man was good, in every sense of the word.

It has been said that you rarely can please a woman and that if you put just the thing she wants in her reach, even then she will change her mind and find fault therewith. Of course, every girl wants a good man for her life's partner. That is why LeRoy Sylvester of the Public Library, the afore-mentioned "good" young man, was shocked when his sweetheart turned down his proposal of marriage.

She feared this "wild oats" proposition and considered his angelic character as a sure sign that he would start to cutting capers after the honeymoon was over, and thus make her unhappy. But LeRoy lands her after all and in a unique and entertaining way, that should be seen to be appreciated.

Donald Crisp directed and C. Edward Schoenbaum is responsible for the excellent photography.

The supporting cast includes such well-known players as Helene Chadwick, Julia Faye, Wade Boteler, Sylvia Ashton, Jane Wolf, Helen Eddy, Anna Q. Nilsson, Noah Beery, Mayme Kelso and

4 LEADING WOMEN IN WASHBURN PICTURE

"A Very Good Young Man" Offers Notable Supporting Cast

PERHAPS never has any modern photoplay presented such an array of feminine talent and beauty as is offered in "A Very Good Young Man," Bryant Washburn's new Paramount picture, which will be shown at the..... theatre next .....

Four leading women play important roles in the production. They are Helene Chadwick, Helen Jerome Eddy, Julia Faye and Anna Q. Nilsson. Each has played leading roles in leading screen successes and all are popular wtih picture patrons, due to their splendid artistry. Helene Chadwick plays the leading role in this picture, and the Misses Eddy, Faye and Nilsson have equally important parts. Other members in the cast are: Wade Boteler, Sylvia Ashton, Jane Wolf, Julia Faye, Noah Beery, Edward Burns, Mayme Kelso and Charles West.

Donald Crisp directed, and C. Edward Schoenbaum photographed the production. Walter Woods wrote the continuity from the three-act play by Martin Brown.

Capable Scenarist

WALTER WOODS, who wrote the scenario for "A Very Good Young Man," the Paramount picture starring Bryant Washburn, which is on view at the ..... theatre this week with happy results, is the latest addition to the staff of writers who create and develop stories for Paramount and Artcraft pictures. Mr. Woods' record as a stage manager and director, author and scenarist is an enviable one and he is considered a valuable addition to the scenario forces of the company.

BRYANT WASHBURN INDORSES PICTURE

Asserts "A Very Good Young Man" is Fine Production

BRYANT WASHBURN, who stars in "A Very Good Young Man," a Paramount picture, which comes to the ..... theatre next ....., has placed his stamp of approval on the production by declaring that he considers it one of the best pictures in which he has ever appeared.

"This role of the very good young man," said Mr. Washburn, "is a unique and original one, and one that should provide genuine entertainment for film patrons. I enjoyed my work in this picture immensely and think it is one of the best in which I have yet starred."

An interesting feature of the cast which supports Mr. Washburn in this picture, is that four girls, each named Helen, with the exception of one variation of that same name, appear in the cast. Two of these, Miss Helene Chadwick and Helen Jerome Eddy, are popular in film circles as leading women, and their work is familiar to many picture-goers.

Crisp's Exciting Vacation

JUST before starting work on "A Very Good Young Man," Bryant Washburn's new Paramount picture which is drawing delighted audiences to the ..... theatre this week, Direction Donald Crisp took a vacation and visited several of the wildest parts of Mexico and then journeyed to the South Sea Islands, some of which are still inhabited by cannibals. Mr. Crisp states that the trip was an education. He came near being "et up by the cannibals" and neither love nor money could persuade him to go through the experiences again.

WASHBURN'S LATEST ROLE CAPITAL ONE

"A Very Good Young Man" Gives Star Fine Opportunities

BRYANT WASHBURN, a popular Paramount star, has been provided with one of the best opportunities of his career in "A Very Good Young Man," his latest Paramount starring vehicle, which comes to the ..... theatre next .....

His characterization is a departure from the roles depicted by him in several of his preceding pictures. He has frequently appeared as a "boob," a small town rube or a chap who gets himself into all kinds of scrapes and then by a brilliant spurt, sets himself way up in the world.

But in "A Very Good Young Man" he plays the part of a young man who has none of the vices which are prevalent in most young men of today, such as drinking, gambling, smoking, etc.

When he proposes to his sweetheart she fears that he is too good to be true and that as he hasn't sowed his wild oats, the bad streak in him might crop out after they are married and spoil their happiness. So she turns him down, in spite of her love for him.

The very good young man, determined to win the girl, decides that the only way is to "go all the gaits," so to speak. The outcome of this decision will tickle the risibilities of any audience under the sun. The supporting cast is excellent.

Sylvia Ashton in Pictures

SYLVIA ASHTON, who won fame among film patrons by her splendid work as the fat wife in Cecil B. deMille's Artcraft Special, "Old Wives for New," plays a comedy part in "A Very Good Young Man," a new Paramount picture starring Bryant Washburn, which is doing a turnaway business at the ..... theatre this week. The picture has caught the public fancy in a no uncertain manner.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

THOMAS H. INCE announces the presentation during the coming year, via Paramount, of a series of productions featuring Douglas MacLean and Doris May as co-stars. The announcement further states that Mr. Ince, having decided to use famous plays and novels as screen vehicles, has secured five of these at a cost of $67,000. The cost of the rights was as follows: "Mary's Ankle," $20,000; "What's Your Husband Doing?", $15,000; "Twenty-three and a Half Hours' Leave," $12,000; "Behind the Door," $10,000, and "Some Honeymoon," $10,000.

* * *

Not the battle of cannons and liquid fire but the everlasting warfare between the silk-bedecked, artistically rouged belle and the plainly dressed, simple hearted sweetheart form the theme of D. W. Griffith's new Artcraft production, "True Heart Susie." The picture is not the spectacular story generally expected from Mr. Griffith, but a throbbing human interest story laid in quiet country settings.

* * *

The Hollywood studio of the Famous Players-Lasky Corporation, even now one of the largest and finest of the world, will be doubled in size immediately, according to the Corporation's announcement. The increased capacity was necessary to handle foreign trade. The output will reach a million feet of film weekly.

* * *

Lee Hill is cast to play a clever and important role in "Girls," a new Paramount picture starring Marguerite Clark. Mr. Hill is a stage and screen actor of no mean note and is no doubt very well known among screen patrons.

* * *

"Putting It Over," Bryant Washburn's latest Paramount picture, shows him in the role of the village cut-up, a familiar figure to most of us, but one whose dramatic possibilities, it is said, have never been fully capitalized on the screen heretofore.

Exclusive Stories For Photoplay Editor From ..... Theatre

WALLACE Reid's latest Paramount picture, "You're Fired," is an adaptation of O. Henry's well-known story, "The Halberdier." All of O. Henry's swift-moving humor is caught by the camera and some of the sub-titles are directly from the story. Clara G. Kennedy wrote the screen adaptation. Wanda Hawley, who plays the leading feminine role in "Secret Service," the Paramount-Artcraft Special, adapted from William Gillette's famous play, is Mr. Reid's leading woman.

* * *

The rural practical joker is satirized in Bryant Washburn's Paramount picture, "Putting It Over."

* * *

"Love's False Faces" is a new Paramount-Mack Sennett comedy in which Marie Prevost, Chester Conklin, Jim Finlayson, Charlotte Mineau, Kalla Pasha and Eddie Gribbon appear.

* * *

"Tagalog Toilers of Luzon," a recent Paramount-Burton Holmes Travelogue, shows some little known features of life in Luzon. The Tagalog rice farmer is a hustler, as the camera shows, and doesn't pray for his daily rice, but gets out and works for it. The camera follows the course of production from the time the farmer begins cultivating his paddy field until the rice crop is harvested. Other features of interest are those showing how the natives obtain salt from the ocean and how the cacao industry is carried on. A forty-pound breadfruit which would provide an entire family with its meals for a day or two is also shown.

* * *

"Secret Service," the Paramount-Artcraft Special made from William Gillette's famous play, was given a preview at the Lasky studio at Hollywood recently. Among those present were: Hugh Ford, who directed the picture; William DeMille, Harry Houdini, Wanda Hawley, Robert Cain, Casson Ferguson and other stars not engaged. Major Robert Warwick, the star of the picture, was on location in Idaho at the time and consequently could not be present.

Exclusive Stories For Photoplay Editor From ..... Theatre

WHATEVER the carping critics may say, the inmates of Sing Sing Prison, Ossining, N. Y., have expressed unqualified approval of "Old Wives For New," the Cecil B. DeMille Artcraft picture shown at the penitentiary. Such adjectives as "great," "broad," "choice" or "impelling" are found in the paeon of praise which appeared in the review columns of the Star-Bulletin, prison newspaper, for the cast and in particular, the director. This, according to wardens, is no mean compliment, since the prisoners are notoriously hard to please on the screen.

* * *

Thomas Meighan, leading man of national reputation, plays the male lead in "Peg o' My Heart," the Hartley Manners comedy, a Paramount-Artcraft Special directed by William C. DeMille.

* * *

Charles E. McCarthy and Arthur M. Brilant, two of the best known publicity men in the motion picture field, have joined the Famous Players-Lasky forces, according to announcement yesterday. Mr. McCarthy was in charge of Fox publicity and advertising, and has a reputation as magazine story writer. Mr. Brilant was a pioneer scenario writer, has had a notable career as newspaperman here and abroad, and recently served on the staffs of some of the larger trade publications.

* * *

The famous Sennett bathing girls had an indignation meeting when a visiting reformer denounced the abbreviated type of bathing suits used in California by girls.

"The reason we put on bathing suits," said Marie Prevost to an excited newspaper man, "is to swim. We don't wear them to pose around the beach. And you can't swim in skirts with long trains. We California girls wear suits we can move around in."

* * *

Thomas D. Persse, the ex-grand opera singer and now talented character man, plays a character role in "Girls," a new Marguerite Clark Paramount picture, which is said to be excellently suited to his talents.

Your Exchange Will Furnish
You Proofs of the
STORY MAT on
"A VERY GOOD YOUNG MAN"

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A Very Good Young Man"

..... 1919

Dear Miss Lamb:

Ruth Douglas was a girl who wanted to take no matrimonial chances. So when LeRoy Sylvester, a model young man if there ever was one, whispered the usual sweet nothings in her ear she refused him. Why? Well, he was too model. He had never taken a drink in his life. He had never looked side ways at any other girl but herself. He had never played cards!

Frankly, Ruth was afraid of him—because he was so good! Then LeRoy sallied forth and scattered a few wild oats to the four winds before the ceremony took place. This was in the way of insurance for Ruth. She knew perfectly well that the lid was bound to fly off the very good life of this very good young man if she married him as he was. And she didn't choose to be around when that lid came flying!

And so LeRoy Sylvester sallied forth.

Rather a neat idea—don't you think? And this is only the beginning of Bryant Washburn's latest Paramount photoplay, "A Very Good Young Man," which comes to the ..... theatre next .....

Yours very truly,

....., Manager

Post Cards on "A Very Good Young Man"

Exhibitors will be wise to mail at least one of these Cards to their patrons

..... 1919.

Dear Miss Lamb:

Bryant Washburn's latest Paramount picture, "A Very Good Young Man," comes to the ..... theatre on ..... of ..... week for a run of ..... days.

Adapted from Arthur Hopkins' stage production of the same name it presents one of the most unusual of comedy ideas, developed delightfully from every angle.

Sincerely yours,

....., Manager

..... 1919.

Dear Miss Lamb:

Bryant Washburn in Paramount's "A Very Good Young Man" is the attraction at the ..... theatre today.

If you are longing for a good, hearty laugh, just step around. The run of the picture will continue for ..... days.

Sincerely yours,

....., Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

	Order No.----------	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				
Play Date	Titles of Productions	1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)_____

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)_____

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)_____

(Address)_____

ADVERTISING POSTERS AND SLIDE

One Sheet

Six Sheet

One Sheet

SLIDE

Three Sheet

How will You Advertise BRYANT WASHBURN IN "A Very Good Young Man"

BIG!

How Big?

POSTERS!!!

1 sheets—3 sheets—6 sheets

All over town! Everywhere!

Three Sheet

That's the way to turn 'em away—every show

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance And Rings
Once A Mason

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 3

Nugget Nell

Scheduled Release Date: **27 Jul 1919**

HELPS THAT REALLY HELP YOU TO PUT ACROSS

DOROTHY GISH

IN

"NUGGET NELL"

Directed by Elmer Clifton — Photographed by John Leezer
Story by John R. Fornish — Leigh R. Smith, Assistant Director
Presented by New Art Film Company

A Paramount Picture

ADVERTISING LAYOUTS

BILLBOARDS & POSTERS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY & REVIEWS

SCENE CUTS FROM PRODUCTION

MATERIAL FOR YOUR PROGRAM

NEWSPAPER STORY MATS

STILLS, SLIDES, STAR CUTS

ETC.

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

Charles Kenmore Ulrich, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Features of Importance of "Nugget Nell", Dorothy Gish's Latest Paramount Photoplay

EXHIBITORS who have displayed the various starring vehicles of Dorothy Gish, invariably have found them to be big box office winners. It is because of this fact that her latest Paramount picture, "Nugget Nell," a brilliant satirical comedy, in all probability will oblige them to put up their S. R. O. sign at every showing of the production.

Dorothy Gish, Star

SINCE her success in "Boots," which was her first Paramount picture, Dorothy Gish has mounted high in the estimation of the screen public. Indeed as a D. W. Griffith star in world-famed productions, she had won popular favor, but her appearance in Paramount pictures served to accentuate her stellar fame and place it on a wider popular basis. Miss Gish is not only youthful, charming and magnetic, but she is gifted with histrionic talents of a high order. She is a comedienne whose chic, vivacity and brilliancy place her on a pedestal far above most screen players of the younger school. She has a delightful vehicle in "Nugget Nell" which is a burlesque travesty on the wild and movie West and in which she portrays a role that dominates throughout. Without doubt, her latest characterization will be received with acclaim by her admirers and screen fans generally.

John R. Cornish, Author

JOHN R. CORNISH, author of "Nugget Nell," is a writer of prominence whose motion picture stories are marked by keen insight into human nature, quaint humor and intimate knowledge of the technique of photodramatic construction. He has treated the wild West from a new angle and his story told in "Nugget Nell" will advance him far in the estimation of the screen world.

TABLE OF CONTENTS

Elmer Clifton, Director

AN unusually clever director is Elmer Clifton, who produced "Nugget Nell." He was the man with the megaphone in the production of "The Hope Chest," "Boots" and "Peppy Polly," Miss Gish's previous Paramount successes, and it must be admitted that his latest production is worthy of the star and himself.

A Satirical Picture Story

NUGGET NELL is proprietor of an eating place in the mining country. She has a hot temper and carries a trusty revolver. Annoyed one day by the strains of near-music, she fires outdoors and puts to flight two cowboys. Big Hearted Jim, the Sheriff, comes to the eating house and declares his love for Nell. She is not quite sure that she loves him, so she puts him off. Nell receives a letter from a miner she had befriended informing her that he has left to her tender care a baby girl. Jim and Nell prepare for the coming of the "cheild," but when it arrives on the next stage, it proves to be an overgrown monster half again as tall as Nell herself. On the same stage rides the City Chap and when Nell sees him, she realizes with great force that her ideal has come home at last. She falls desperately in love with him, but the City Chap has no eyes for her, the beauty of the Ingenue having won his heart. Nell becomes furiously jealous as she watches their flirtation. Hoping to win the City Chap, Nell resolves to buy real store clothes. Her uncle having rifled the cash drawer to shoot craps with, Nell does her shopping at the point of a revolver. She uses the weapon to good purpose everywhere and at home once more, she dolls up in her glad rags, only to find that the City Chap is as unresponsive as ever. Jim is about to massacre the City Chap in jealous rage, but Nell rescues the man she loves. The stage is held up and her hero captured. Nell again comes to the rescue and single-handed, holds up the highwaymen. She and her hero escape to a deserted shack where a battle royal with the outlaws takes place. The City Chap proves to be a coward and Nell's dream of love is shattered. Jim rides to the rescue and captures the outlaws one by one. Nell sends the City Chap away and falls into the arms of Big Hearted Jim.

A MERITORIOUS cast of players has been chosen for Miss Gish in this picture. The players include David Butler, who plays opposite the star; Raymond Cannon, Regina Sarle, James Farley, Bob Fleming, Wilbur Higbey and Emily Chichester.

DOROTHY GISH in "Nugget Nell"
A Paramount Picture

DOROTHY GISH in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9161, illustrated on page 2 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9164, illustrated on page 2 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

POPULAR DOROTHY GISH

Star in the Paramount Picture

"NUGGET NELL"

From "Shine Boss!" to "Home James" and Riding Bareback Horses on Location like Tomboy, Only an Ordinary Step in the Screen Career of the Popular Little Motion Picture Star.

THE life of a movie star isn't all the wearing of pretty dresses and the ordering of servants around a big mansion. At least it isn't that for Dorothy Gish, Paramount star. This versatile and charming little screen player has proven her ability to overcome any situation that she has yet had to contend with as a motion picture actress.

In one of her Paramount pictures Dorothy Gish does something that even an "extra" would balk at. The story called for her to shine somebody else's shoes. She soils her little fingers in the blackening paste and puts the polish on the shoes and rubs and rubs until you could see yourself in them. That is, she only does that with one pair of shoes. She doesn't bother so much about the others. In the picture, the shoes belong to somebody whom Dorothy likes, and—well, every morning these shoes would be standing in front of his door, glistening in the gaslight.

When her director gave her the idea of her role, did Miss Gish balk when she came to the part where she was to shine somebody else's shoes? Did she demand a double or that part cut out? Did she say that she was an actress and not a bootblack? No! She didn't object any more than she would to a scene demanding her to walk from one room to another. What she did do was to promptly hunt up the studio bootblack and to start taking lessons in the intricate art of shoe shining.

After a few lessons the bootblack told Miss Gish that if she ever wanted to quit the movies he would give her a half interest in his business if she would work for him. Miss Gish was not offended though she laughingly declined his kind offer. And if you don't believe she can shine shoes ask Miss Gish's director, or Richard Barthelmess, her leading man.

When it came to the rehearsal of the shoe shining scene Dorothy promptly picked up the nearest pair of shoes and in five minutes had a shine on the shoes that completely staggered the whole company. Although she had never done anything like it before, Miss Gish says that as long as the situation "took" she was well repaid for her work.

In another one of her recent Paramount pictures, Dorothy had to submit to a public ride in a patrol wagon, a prison cell and to the getting down on her knees and scrubbing the stone floors in the corridors in the prison.

On the other hand, in her recent Paramount picture, "I'll Get Him Yet," Miss Gish was able to sink back into the cushions of her limousine and say, "Home, James!" But despite this Miss Gish was as delightfully unassuming as ever.

"Tomboy Gish."

It was Mrs. Gish who said it, and she was looking straight into the dark blue eyes of her nine-year-old daughter, whom the world has since come to know and love as Dorothy.

"No such thing," returned the chided one. "He needed exercise." And she looked again at the steaming flanks of "Brownie," the pacing pride of the Gish stable, from whose bare back she had just slid, after putting him through two miles about as fast as Brownie cared to travel.

That was some ten years ago, but to show how well keen memory serves to revive past incidents, it was only a few weeks since that a limousine drew up behind the camera location where Miss Dorothy was making "Nugget Nell," the Paramount picture which will be shown at the ..... next ..... Mrs. Gish stepped out of the car in time to see her talented daughter galloping madly through the trees and come to a sharp halt just aside from the camera "set" lines. The horse was panting, but Dorothy was gloriously excited.

"Tomboy Gish," laughed the doting mother.

"No such thing," retorted Dorothy. "He needs the exercise."

All this partly explains the immense popularity of this little actress. Her ability and willingness to do anything within reason has made her one of the best liked stars on the screen today.

DOROTHY GISH
in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9167, illustrated on page 4 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

DOROTHY GISH
in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9169, illustrated on page 4 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

DOROTHY GISH in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9162, illustrated on page 4 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "NUGGET NELL"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Dorothy Gish's New Photoplay

A Paramount Picture

Dorothy Gish a Wild West Gun Woman Boarding House Keeper in Her Latest Paramount Picture "Nugget Nell"

Popular Star Has Delightful Role in a Mirth-Provoking Burlesque Travesty on the Wild and Movie West as Seen in the Pictures

NUGGET NELL, proprietress of an eating house in the mining country, sits in her big, neat, rough dining room and twirls her trusty six-shooter. Idly, annoyed by strains of near-music that drifts in through the window, she fires outdoors.

Two cowboys, whose voices lifted in song have attracted Nell's attention, retire in disorder before the fusillade, as the warning comes close enough to force them to seek safety elsewhere.

Big Hearted Jim, the sheriff, comes to the eating house to declare his love for Nell. In spite of his bashfulness, Nell is about to step into his arms when her old Uncle, who assists her about the place, comes into the scene, and love-making is off—at least for the present. Anyway, Nell is not any too sure, yet, of her love for Big Hearted Jim.

A letter brings Nell information that an old miner, whom she once befriended, has died, and entrusted to her care a baby girl called the Cheild. Big Hearted Jim hurries off to prepare for the little stranger's arrival—securing a high-chair and similar necessities. But when the little one arrives, on the next stage, she proves to be an overgrown creature half again as tall as Nugget Nell herself.

From the same stage steps the City Chap. And in this slick stranger from parts unknown, Nugget Nell realizes at last her beau ideal. Never before has she fallen, completely, for any mere man—but now she falls hard.

In vain. The newcomer has no eyes for the would-be wiles and graces of this uncouth western girl in trousers, and with a pistol in her boot. Instead, he makes up to a blond fellow-traveler, The Ingenue

"NUGGET NELL"

The Cast

Nugget Nell	Dorothy Gish
Big Hearted Jim, a sheriff	David Butler
The City Chap	Raymond Cannon
The Cheild	Regina Sarle
First Badman	James Farley
Second Ditto	Bob Fleming
Nell's Uncle	Wilbur Higeby
The Ingenue	Emily Chichester

Jealously, Nell watches the incipient flirtation. Desiring to imitate the lovely blond lady, she decides to purchase suitable clothes. But she finds that her Uncle has rifled the cash drawer, in order to finance himself for another crap game. Nothing daunted, Nell mounts her horse and rides to town, where she does her shopping at the point of a gun. Cloth is neatly measured off by the terrified salesgirl and wrapped in a bundle at Nell's direction, afterwards, the girl with the gun walks down the street and selects attractive articles of wearing apparel at random—a hat from this girl, and shoes and stockings from the next—emphasizing her demands with the threatening muzzle.

At home once more, she dolls up in the first "glad rags" of femininity that she has ever possessed—only to find that the Stranger is still unimpressed. Nell's first high heeled slippers cripple her severely; she finds herself walking on her ankles. Big Hearted Jim, jealous, is about to vent his wrath on the City Chap, when Nell comes into the room, and his design is frustrated.

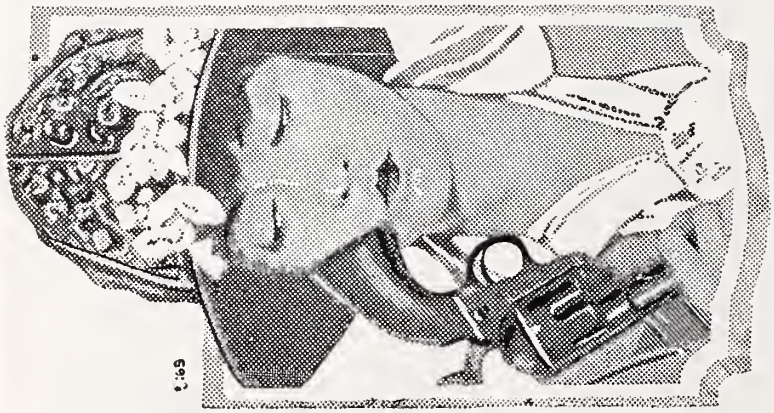
A diversion occurs when an outlaw band decides to make away with the City Stranger, and file in their own names on claims that he is reported to have secured. They are not able to attack him unobserved before stage time, so decide to hold up the stage.

The stage is held up and Nell's hero captured. Then Nell comes on the scene. Standing on horseback behind a huge rock, she in turn holds up the stage, giving orders the while to an imaginary band, and, single-handed, disarms the outlaws. With her rescued hero she rides to a deserted cabin, and then, leaving her trembling prize, dashes madly off in a vain attempt to throw the pursuers off the track. After various hair-breadth escapes, she returns to the cabin, only to be attacked by the outlaws.

While the defense of the shack is in progress, Nell realizes that her hero proves to be an abject coward.

Big Hearted Jim, learning from Uncle of the doings, rides to avenge his sweetheart. One by one, he overcomes the members of the outlaw band, lassoing each in turn and dragging him prisoner, to a place of safety.

Then, with all perils at last overcome, Nell points out his road to the City Chap, and tells him to Go! At last, she finds herself in the arms of her one real and true love—Big Hearted Jim.



DOROTHY GISH
in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns, tell your Exchange that you want "Production Cut No. 9165, illustrated on page 6 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

DOROTHY GISH in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns, tell your Exchange that you want "Production Cut No. 9160, illustrated on page 6 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your ocal newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it have, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

DOROTHY DALTON, whose airplane flights and personal appeals in theatres went toward making the Victory Loan campaign a success, has received a letter of thanks from Walter H. Sykes, Jr., of the New York Liberty Loan Committee, The noted Paramount star was told that the extent to which her "enthusiasm and generous assistance contributed to this success is only known to this bureau."

* * *

A unique bureau for the purpose of assisting exhibitors to obtain better projection on the screen has been established by the Famous Players-Lasky Corporation. Earl J. Dennison, well-known projection expert and engineer, will be in charge of the New York headquarters and will pay inspection visits to exchanges throughout the country.

* * *

Secrets heretofore hidden behind the censorship veil which covered activities of submarine chasers are revealed for the first time in a recent Paramount-Holmes Travelogue "With Uncle Sam's Submarine Chasers." The picture follows the trip of the chaser out of Plymouth, England, and shows the "Y" guns hurling depth bombs which throw up tons of water upon explosion.

* * *

Two companies of Sennett players have been sent away to the fastnesses of the California mountains to make comedies in the real wilderness. A comedy just completed was taken in the real blinds of a famous California duck hunters' club.

* * *

It is now definitely announced by Cecil B. DeMille, that Thomas Meighan will play the title role in Mr. De Mille's Artcraft version of Sir James Barrie's famous satirical play, "The Admirable Crichton," which, however, will probably not be released under that title. Jeanie Macpherson who has really written a new play founded on Barrie's work, wrote the scenario. Major Ian Hay Beith, the famous soldier, author and lecturer, worked with Miss Macpherson and Mr. DeMille in an advisory capacity, on the customs and manners of the English aristocracy.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

AT first thought it might seem an impossibility, but then we haven't told you everything yet. We haven't told you that the expert location directors of the Famous Players-Lasky Studio are the ones who have to do it for "The Teeth of the Tiger," a forthcoming all-star picture. Bob Moore, one of the assistants to Mr. Naulty, the casting director, recently returned from service in the Lafayette Esquadrille covered with citations, is necessarily an authority on the subject. But even his assistance has been of no avail as yet.

It is done this way:

The aeroplane must make a landing on a clear stretch of ground at least 500 feet in length. At some one side of this stretch there must be a number of buildings and no trees. The roof of the house can then be inserted in the negative of this picture, giving the aeroplane the appearance of landing on the roof of the house. But the trouble is to find the stretch of ground with houses and without trees. A search covering all the possible nearby places including Central Park, Bronx Park, Van Cortlandt Park, etc., to no avail.

Can you suggest a place?

* * *

The hardships and oppression to which film players are subjected was never more poignantly illustrated than in the case of the young boys who appear in the Paramount-Briggs Comedies. These comedies, based on the stories that appear in the cartoons of Briggs, of the Tribune, shows boy-life as Briggs has interpreted it in his drawings, and the children who enact the motion pictures have to do many things which fill their young lives with sorrow and bitterness. For instance, a few days ago one of the hottest days of the season, the boys in the company were taken by John W. Kellette, the director to Nepera Park, Yonkers. There Kellette made each of the boys undress and go in swimming. The poor little kiddies were forced to stay in the water for more than an hour just because Mr. Kellette, for one of the Paramount-Briggs Comedies, wanted a scene of boys in swimming.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

THAT "nothing to do until tomorrow" is Vivian Martin's maxim finds illustration in the fact that no sooner had she completed "The Third Kiss," a Paramount picture, than she started work on "Louisiana." The latter picture is from the well-known novel by Frances Hodgson Burnett, author of "Little Lord Fauntleroy."

* * *

Mark Twain's immortal story, "Huckleberry Finn," will be picturized by the Famous Players-Lasky Corporation as a big special production. William D. Taylor, who recently returned from service at the front in France, was the director.

* * *

Ed. Rose, George Whiting and Lew Pollack, of the New York song publishers, McCarthy and Fisher, Inc., recently attended a private showing of "Good Gracious Annabelle," the new Paramount picture with Billne Burke. The photoplay proved an inspiration—evidence of which is found in the new song which these noted writers have just finished, written about the picture and bearing the same title.

* * *

Four leading women are in the cast which supports Bryant Washburn in his new Paramount picture, "A Very Good Young Man." They are Miss Helene Chadwick, Helen Jerome Eddy, Julia Faye and Anna Q. Nilsson. Each of these has her own distinct following of film fans, which fact in itself should insure packed houses wherever the picture is exhibited. And there's Bryant Washburn, too. Nuf Sed!

* * *

For the first time in the history of the Rialto and the Rivoli Theatres in New York the same production was scheduled for a week's engagement at each house. The picture to which Managing Director Hugo Reisenfeld accorded this signal honor is the Paramount-Artcraft Special, "The Knickerbocker Buckaroo," starring Douglas Fairbanks. Public demand led to the booking of this picture for the Rialto after thousands of the hot weather crowds had been turned away during its run at the Rivoli last week.

DOROTHY GISH
in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9168, illustrated on page 8 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

DOROTHY GISH in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9163, illustrated on page 8 of 'Nugget Nell' Press Book." Specify whether you want an electro or a mat.

DOROTHY GISH
in "Nugget Nell"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9166, illustrated on page 8 of 'Nugget Nell' Press Book." Specify whether you

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

New Art Film Company *presents*

DOROTHY GISH

in

"NUGGET NELL"

A Paramount Picture

SHE "didn't have a single thing to wear!"—excepting her shooting clothes. And there was her best beloved—and a "dolled up" rival working over time. But Nellie had nerve, and two big guns, and—well, watch her collect "glad rags" from gasping ladies, right on the street! You'll laugh till your throat aches. Come!

NAME OF YOUR

THEATRE

All Week—11 A. M. to 11 P. M.

THEATRE NAME

All Week ***11 A. M. to 11 P. M.***

New Art Film Company *presents*

DOROTHY GISH

in

"NUGGET NELL"

A Paramount Picture

"TOUCH a hair of his mustache and I'll drill ya clean!" 'Tis Nugget Nell that speaks, and she's wiggling the meanest trigger finger in Rattlesnake Gulch. . . . The bandits flee. Percival Pettybone opens his peeps. "Nell," he murmurs, "they'll laugh till their throats ache when they see you in this roaring burlesque travesty on the Wild and Movie West."

Directed by Elmer Clifton. - Story by John R. Cornish.
Photographed by John Leezer. Leigh R. Smith, Assistant Director.

Mr. Exhibitor:

IF you want to turn "Nugget Nell" into golden profits, use the ad layouts on this and following pages.

The sizes are one, two, three and four columns. Mats are free for the asking at your Famous Players-Lasky Exchange. Electros at the small cost of manufacture.

During your run of the picture, keep the public interested with this little two-column ad on the left.

THEATRE NAME

All Week — Continuous — 11 A. M. To 11 P. M.

in "NUGGET NELL"

A Paramount Picture

Directed by Elmer Clifton *Story by John R. Cornish* *Photographed by John Leezer* *Leigh R. Smith, Asst. Director*

NELLIE was a lady. She didn't give a darn who knew it! And if clothes could help, she was out to get 'em with a gun.

But after a succession of startling hold-ups (and take-offs) that will make your eyes pop; after nifty Nell has saved the old stage coach and the young hero, and "licked" an army of bloody bandits, and everything; and after you have laughed yourself hoarse at this yip-yowling burlesque travesty on the Wild and Movie West—you'll say that Dorothy Gish is the funniest she-hero that ever captured a man.

EXTRA ADDED ATTRACTIONS

Paramount-Mack Sennett Comedy, "Trying to Get Along"

Burton Holmes Travel Picture — Latest News Features

THE NEW ART FILM COMPANY
PRESENTS

DOROTHY GISH

in "NUGGET NELL"

A Paramount Picture

"OFF with them clothes!" 'Tis the voice of Nugget Nell, with "nothing to wear," a tenderfoot to win, and the meanest trigger finger in Rattlesnake Gulch.

See Nellie capture that wardrobe. See her rout a band of bloody bandits, save her Romeo from his just deserts, and prove herself the greatest she-hero that ever graced the plains!

A roaring burlesque travesty on the Wild and Movie West, with the screen's funniest comedienne. Don't miss them!

Directed by Elmer Clifton. Story by John R. Cornish. Photographed by John Leezer. Leigh R. Smith, Asst. Director.

THEATRE NAME

Mon., Tues., Wed. —— *Continuous* —— *11 A. M. to 11 P. M*

ADVANCE PRESS STORIES OF "NUGGET NELL"

To be Sent to the Newspapers Immediately Prior to and During the Display of Dorothy Gish's New Photoplay

A Paramount Picture

DOROTHY GISH AN EXPERT WITH GUN? SEE "NUGGET NELL"

Dainty Paramount Star Would be Surprised Were She to Win Such Celebrity

PROBABLY it will come as a distinct surprise to friends of Dorothy Gish to learn that she is to some degree an expert revolver shot. Confidentially, it is no less a surprise to Dorothy herself, and the manner in which certain scenes of her latest Paramount picture, "Nugget Nell," to be shown at the.....theatre next ....., were made will be kept a deep dark secret in the archives of the Paramount producing staff.

When the picture was begun, and it was decided forty-fours would play a prominent part in the picture, Dorothy began to wonder how she would behave under fire.

"I was in France when the German guns were throwing shells so close we had to quit taking pictures," she said, "and I know just exactly what I did at that time. But as a matter of cold fact, I never fired a revolver in my life. I did shoot a shot gun belonging to my cousin and it gave me the nose bleed and bruised my cheek."

So Director Clifton decided that the brick wall in the back of the studio should be set aside for purposes of target practice.

"I didn't start out to double for William Tell," said Dorothy, "so you'll have to make different arrangements. And in addition to that, I don't want to read any newspaper notices about me being the greatest revolver shot in motion pictures. I have a few friends whose respect and confidence I want to keep. They will think just as much of me if they know I can't shoot as they would if you told 'em I could drive nails with bullets."

D'YE REMEMBER YOUR FIRST FRENCH HEELS? DOROTHY GISH DOES

Her Performance in New Picture "Nugget Nell" Awakens Old Recollections

REMEMBER when you wore your first French heels?

Or perhaps you don't just like to remember about it. There have been occasions on which people would rather forget certain things than to have them called to their attention later. Take for instance, Dorothy Gish. You simply can not get the little Paramount comedienne to tell about the first time she wore high heeled slippers. And when anything is said about it to other members of the family, Mother Gish just laughs and looks at Dorothy.

All this mystery started while the saucy Miss Dot was making "Nugget Nell," her wild and "movie" western picture which will be shown at the ..... theatre next .....

Because of a sudden and violent love affair in the picture, Dorothy decides to lay aside her chaps and spurs and for once don the garb of up-to-date femininity, and part of that costume included high heels.

Nowhere in the story did it say anything about comedy in shoe leather, but if there is anything that can happen to a young lady with her first pair of high heels that does not happen to Dorothy, some aspiring author should pay well for the suggestion.

"How did you think about all those things?" asked the director when the scene was finished.

"No brain work necessary," said Miss Gish, "I just remembered."

And everyone in the studio is trying to find out what happened to Dorothy when she wore her first French slippers.

MISS GISH QUITS CITIES FOR LAND OF CACTI AND 44'S

That Is to Say, Only for the Making of Her New Picture,

IN her trail of conquered scenarios and thrilling plots Dorothy Gish has left the smoke of cities to strike boldy forth into the land of cactus stumps and self-cocking forty-fours.

When "Nugget Nell," the next Paramount picture in which the mischief Princess will appear, is shown at the ..... theatre on ..... next, something "different" in the line of western stories will greet the population of .....

Clad in a costume never before seen, either in or out of the theatre, circus or comic opera, Dorothy Disturber Gish will mount her untrusty broncho and single-handed hold up the entire village of Infernal Corners. She will pole vault fences and sail blithely over the tops of corrall gates. Also will she demonstrate that in the wild and Movie West there were certain men who were in need of a good strong woman's protection.

"All my life," says Miss Gish, "I have wanted to be a hero. I have sighed for the open plain and the azure skies above me. I have longed for the feel of horseflesh and the smell of sage. And now I have had it. Also I have had sunburn, poison oak and mountain sickness.

"Further than that, I have slept in a camp where the rough spots in the bunk made holes in my back. And now that it is all over, I feel that I do not longer care to be a hero. Horses and I will be able to live without each other. At least, for the next few weeks."

The support headed by David Butler is most praiseworthy.

DOROTHY WHISTLES: TAME FISH RESPOND

Actual Scene Shown in Miss Gish's Picture "Nugget Nell"

EVER know fish so tame they would come when you whistled? Sounds fishy alright, but it is one of the actual scenes in "Nugget Nell," the picture in which famous Dorothy Gish stars and which will be shown at the ..... theatre next ..... There is no fake about the scene.

The river where the picture was taken is fairly alive with rainbow trout before the fishing season opens, and in the picture hundreds of fish can be seen to come from the opposite side of the creek to the point where Dorothy is lying on the bank. One fish comes so close she pats it with her hand before it swims away. Incidentally, the fishing season had not opened when the picture was taken.

"Nugget Nell" is the sixth picture Dorothy Gish has made for Paramount since she became a producer under her own management. All the pictures were directed by Elmer Clifton, and all except one have been photographed by John Leezer. The supporting company includes David Butler, Raymond Cannon, Regina Sarle, James Farley, Bob Fleming Wilbur Higeby and Emily Chichester.

Dorothy Gish's New Picture

DOROTHY GISH, the popular Paramount star, seldom has been seen to better advantage than as Nell in her latest Paramount picture, "Nugget Nell," which is on view at the ..... theatre this week. It is a satirical comedy of the wild and movie West and Miss Gish is a most enjoyable wild and wooly western girl therein. There are many exciting situations which serve to make the photoplay thoroughly relishable.

BEAUTIFUL SCENERY IN GISH PHOTOPLAY

Scenic Wonders of California Feature of "Nugget Nell"

THE California Booster's Association, which spends money telling about the wonderfully diversified scenery in the Golden State should pay Dorothy Gish a handsome prize for one piece of photography in "Nugget Nell," her new Paramount picture which will be shown at the ..... theatre next .....

The scene referred to is technically known as a "pan," which means that the cameraman points the lens in one direction and then cranks the camera around to make it appear that the audience's eyes are slowly turning. The scene is about fifty feet long and starts in the deepest woods, emerging into the sunlight and showing in the distance a valley comprising some four hundred square miles.

Through it can be seen a winding river, the snow-capped peaks of the Sierra Madres, finishing finally with a close look at a mountain lake. This scene shows in all over one hundred and fifty miles of California scenery, ranging from about a thousand feet above sea level to points over two miles high.

Dorothy Gish's New Hit

IN "Nugget Nell," her latest Paramount picture, which is a burlesque travesty on the wild and movie West, Dorothy Gish, the dainty and attractive star, has scored another decisive hit at the ..... theatre this week. The story provides Miss Gish with many opportunities for effective work of which she takes due advantage. The support, headed by David Butler, is quite satisfactory.

NEW AND OLD FACES SEEN IN GISH FILM

Capable Players Support Miss Gish in "Nugget Nell"

FAMILIAR faces as well as new ones, will be seen in the cast of "Nugget Nell," the latest Dorothy Gish Paramount picture which will be shown at the ..... theatre next .....

Raymond Cannen, who played the part of the young country lover in "Battling Jane" takes the part of a handsome coward in this feature.

David Butler, known this time as "Big Hearted Jim," will be remembered as Monsieur le Bebe in "The Greatest Thing in Life."

Emily Chichester, who played the part of the helpless girl in "Peppy Polly," has a gay young ingenue part in this picture.

Wilbur Higeby, well known leading man, takes the part of Nell's uncle. This is his first picture with Miss Gish.

And a new face, never before shown on any screen, comes in the person of Regina Sarle, "The Che-ild." Miss Sarle is fourteen years old, a Dutch girl, born in India, the daughter of the governor of an East Indian province. This is her first motion picture.

"Nugget Nell" Delightful

DOROTHY GISH invariably is delightful in any screen characterization, but in "Nugget Nell," her latest Paramount picture which is being shown at the ..... theatre this week, she is irresistible. This is a humorous travesty upon the wild and movie West which all alike will enjoy for its kindly satirical qualities. Miss Gish has a role which she handles with all the chic that won her fame in previous screen productions. She is well supported by capable players and in every respect "Nugget Nell" is vastly enjoyable.

MR. EXHIBITOR: HERE IS AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

What the Well-Dressed Woman Will Wear

THE fashion experts tell us that Dorothy Gish is one of the best dressed women off the screen, and when we see her we may know what will be worn. It looks, therefore, as though guns will be worn at the shoulders instead of the hips this coming season. This marks a notable change from all previous fashions, and the woman who is up-to-date will want to do considerable practising beforehand. Miss Gish's latest Paramount picture is called "Nugget Nell," and is said to be a satire on the Wild and Woolly Western Fillum.

This will provide excellent advance publicity for both attraction and star booked for presentation a your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "NUGGET NELL"

A Paramount Picture

FILM TRAILERS .....$3.00 each

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set .....60 cents
11x14 Sepia, 8 in set .....per set 60 cents
22x28 Sepia, scene or star .....40 cents
22x28 colored photos of women stars ...60 cents
22x28 Black & White star .....75 cents
8x10 photo. of star, can be used for..... all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts .....15 cents each
Three 2-column cuts .....25 cents each
Two 3-column cuts .....35 cents each

MATS:

Mats of the above cuts are FREE. News papers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One-Column .....25 cents each
Two-column .....40 cents each
Three-column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut .....15 cents each
Two-column layout cut .....25 cents each
Three-column layout cut .....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen ....15 cents each
Also line drawings .....20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE. ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "NUGGET NELL"

.....1919

Dear Miss Dorgan:

Come on and meet "Nugget Nell".

We think you'll like her. She's a little crude, and she forgets to check her guns before coming in, but we think you'll like her. At heart, she's a real lovely girl.

She's a darter of the west, and is sorta free and easy, like aforesaid West. She can tame a bucking broncho, and rassle with a mountain lion, but she can be tender with a little child, and she loves soft-boiled eggs.

She is easily impressed, having the simple faith of most movie hero-ines of the Wild, Wild West. But when she is deceived, she reveals what a Wild, Wild Woman she is.

We think you'll enjoy "Nugget Nell" thoroughly. It's a rollicking travesty on the wild and movie West. And when we tell you that Dorothy Gish is the star in this Paramount production--

Right-o! Come early is right.

Yours cordially,

_____

Manager.

Post Cards on "NUGGET NELL"

Exhibitors will be wise to mail at least one of these Cards to their patrons

.....1919.

Dear Miss Dorgan:

Dorothy Gish comes here..... for a run of..... in her latest Paramount Production, "Nugget Nell". It's a rollicking burlesque of the wild and wooly western movie, and we know you'll enjoy it.

Yours cordially,

.....

Manager.

.....1919.

Dear Miss Dorgan:

"Nugget Nell" will be at home--the.....theatre--this afternoon and will stay with us for..... It's a Dorothy Gish Paramount picture that burlesques the wild and movie West, and we know you'll enjoy it thoroughly.

Yours cordially,

.....

Manager.

If Letter will not serve, use one of the Post Cards. *IT WILL PAY!*

To Famous Players Lasky Corp., (Address Branch Office) _____ Exchange

Street _____

City _____

Date _____

Exhibitors' Advertising Accessory Order Blank

Order No. _____

Play Date	Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books _____ Music Cues _____ (Publicity mat Picture & Type) _____

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted) _____

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$ _____

(Name of Exhibitor) _____

(Address) _____

ADVERTISING POSTERS
FOR
"NUGGET NELL"

One Sheet

Six Sheet

One Sheet

How will you advertise

Dorothy Gish

in

"Nugget Nell"

Big!

How Big?

POSTERS!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!

That's the way to turn

'em away—every show

Three Sheet

Three Sheet

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 4

The Love Burglar

Scheduled Release Date: **13 Jul 1919**

How To "Put Across"

WALLACE REID

in

"THE LOVE BURGLAR"

From a play by Jack Lait — Scenario by Walter Woods — Directed by James Cruze

A Paramount Picture

Advertising Cuts and Mats

Advance Publicity Stories

Current Publicity Stories

Reviews of Picture

Material For Programs

Newspaper Scene Cuts

Lithographs Promotional Ideas

Newspaper "Star" Cuts

Stills, Slides, Gelatins, Etc.

Noteworthy Features

A Corking Good Advance Publicity Story

A 3-Column Ad-Cut That Will Get More Than Ordinary Attention

A 3-Sheet Poster That Will Stop The Crowd

Notes for Your Program

A 1-Column Scene Cut That Any Editor Will Print

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Wallace Reid, His New Paramount Photoplay, "The Love Burglar" and Other Facts for Exhibitors.

WALLACE REID, talented and versatile, has one of the largest following of admirers of which any screen star can boast. He is a sterling actor, a man's man and his screen portrayals are of that character which render all of his starring vehicles attractions of the highest value to exhibitors.

Wallace Reid, Star

BY hard work, consistent effort and artistry, Wallace Reid has gained a commanding stellar position in the silent drama. He has played many different kinds of roles and although each succeeding characterization is quite distinct in its requirements from the preceding ones, he has executed each with remarkable ease and skill, and with a naturalness that ranks him among the most famous and talented of stars. He is an all-round athlete, a tower of manly strength and his part in this film calls into play all of these qualities. Mr. Reid has a fistic battle in this picture which will drag his admirers out of their seats, or I'm sadly mistaken.

Jack Lait, Author

JACK LAIT is a playwright and magazine writer of national reputation. He wrote "One of Us," a successful stage play of which "The Love Burglar" is the picturization. The play had its premier at Morosco's Theatre, Los Angeles, a year or two ago, and achieved a triumph, and it has since scored all over the country.

Walter Woods, Scenarist

WALTER WOODS, who adapted "The Love Burglar," is a rising scenarist and was formerly a stage director. Mr. Woods is a recent addition to the Famous Players-Lasky scenario staff and he wrote the continuity for Bryant Washburn's photoplay, "A Very Good Young Man."

TABLE OF CONTENTS

James Cruze, Director

THE work of James Cruze, who directed "The Love Burglar" is well known to motion picture fans. He is an expert director who has numerous picture successes to his credit. Himself a screen player of rare attainments, it is no wonder that his achievements as director should shine so brilliantly.

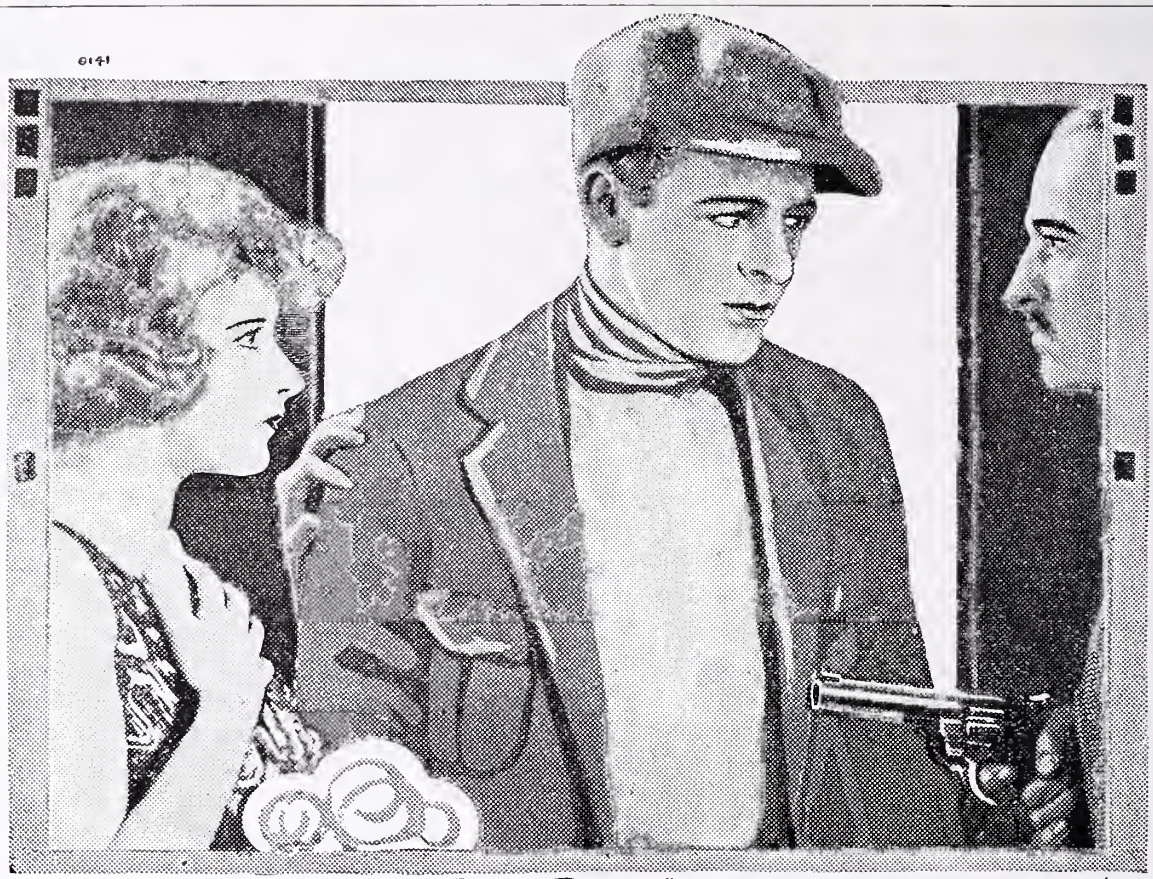
A Strong Story

DAVID STRONG, a society idler of wealth, finds his erring brother in Miller's saloon, a rendezvous of criminals of the East Side in New York He takes his brother's valuables and is hustling him out of the place when Miller, who mistakes him for Dave Dorgan, alias the "Colt Kid," an ex-convict just released from Joliet, prevents his egress. Strong frankly admits he is the "Colt Kid," whereupon Joan Gray, a young woman who is forced by "Coast-to-Coast" Taylor, a gang leader, to rob the wealthy frequenters of the resort, throws her arms about Strong and claims him as her man whom she is to wed. Strong admits the truth of this statement also, and a fake marriage ceremony is performed by a piano player, known as "Parson" Smith. Strong has fallen in love with Joan and rather likes the situation, but when he seeks to lead Joan from the place, Taylor and his band voice their opposition. Strong engages Taylor in battle and manages not only to vanquish Taylor but several of his men as well. The crooks attempt to force Strong to operate with them, but he refuses until Taylor announces that the house of Strong's sister was to be robbed on the night of her wedding. Strong agrees to help in this burglary and when he leaves, Taylor follows with two policemen with the view of arresting him in flagrant delicto. Joan rushes away to warn Strong just as the real "Colt Kid" appears. When he hears of the man who has impersonated him, he follows wrathfully, determined to have a share of the plunder. Joan prevents him from robbing the Strong mansion and the crook is attacking her when Strong rescues her. Strong and Joan are arrested, but when the former's identity is revealed, he is released. Strong's sister recognizes Joan as her college chum who has been living in the slums to get atmosphere for a new novel. Strong and Joan now vision a happy future.

Strong Support

MR. REID is well supported in this photoplay, his leading woman being Anna Q. Nilsson. Others in the cast include Raymond Hatton, Wallace Beery, Wilton Taylor, Edward Burns, Alice Taffe, Dick Wayne, Henry Woodward and Loyola O'Connor.

9141



WALLACE REID in "The Love Burglar"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9141, illustrated on page 2 of 'The Love Burglar' Press Book." Specify whether you want an electro or a mat.

9145

WALLACE REID
in "The Love Burglar"
A Paramount Picture

Your Exchange has ten stock electro or mat form) that are heads of Wallace Reid (in electro or mat form) that are suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9145, illustrated on page 2 of 'The Love Burglar' Press Book." Specify whether you want an electro or a mat.

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"BATTLING" WALLY REID

By MELVIN M. RIDDLE

He Does Some Remarkable Fist Fighting in "The Love Burglar," and Paramount Star Rather Likes the Roughness of It . . . Romantic Atmosphere of a Studio Bar Room Where Non-Alcoholic Drinks are Dispensed

THE big barroom scene was the center of attraction at the Lasky Studio. It was the studio "oasis," so to speak, on that particular day—an oasis of activity, but not of distilled spirits.

Several of the extra players who constituted the atmosphere of the supposedly tough saloon, were making themselves perfectly at home and seemed to be in the best of spirits—except for one drawback—the "best of spirits" were not in them.

The only missing feature, in their estimation, of this perfectly lovely barroom, was the total absence of liquor.

I wandered over and put my foot on the rail and tried to appear in keeping with the general atmosphere of the place, just as if I was accustomed to partake of a daily "mornin's mornin'" and a noon-time "scuttle of suds."

"Have a drink!"

The cheery voice, which sounded decidedly familiar, was accompanied by the jingle of a coin on the bar. I turned and saw that it was Wallace Reid who spoke. The aproned bartender drew two steins of the amber-colored foamy liquid. I was a little embarrassed, and declined.

"I never touch alcohol," I apolozized. "Thanks just the same."

"Never mind, try this with me and I'll guarantee you won't be any the worse for it, physically or morally," he urged.

I could not resist this courteous invitation from a real star, so casting aside my code of morals, I held up the stein and we drank the cool refreshing contents of the mugs.

"That's not real beer," I commented, unthinkingly.

"I thought you never drank," he smiled. "It takes an expert on liquors or a German soldier to tell the difference between this and beer, when it's cold."

I had unwittingly destroyed the nice little cloak of innocence and heavenly character with which I had shrouded myself by at first refusing to indulge.

"That's a mysterious liquid—merely a substitute, with no alcohol," he continued. "You had better learn to like it. We're going to have lots of it around after July 1st."

"Quite right," I agreed. "But why the coin on the bar?"

"Oh, that was just part of the atmosphere," he explained as he pocketed the money.

A command from the director interrupted us.

"I have to put up a little tussle now," said the star. "I am going to engage in combat those worthy gentlemen over there in the corner. You hang around and if they kill me I want you to come to my funeral."

He smiled and went back through the swinging doors, where the fight was to begin. At first I took his remark as a jest, but when I began a close study of each of the "worthy gentlemen" in the corner, I began to have fears that it was no laughing matter. They were some seven or eight in number and a picture of each would have been a fitting addition to any Rogue's Gallery. Each was a tower of strength and wore a look of grim determination on his face.

Soon they also disappeared through the swinging doors. I waited breathlessly for the rumpus to begin, and it did begin—like a young tempest. Soon they came crashing through the doors. I retreated behind the camera to escape the possibility of being hit by any of the flying fists which seemed, literally, to fill the air. I could not see the star, so completely was he surrounded by his adversaries. After a little I got one glimpse of his face, and saw that he was still wearing the same smile that covered his face when he had left me—his fighting smile.

To make a long story short, within five minutes of good hard, realistic fighting, Wallace Reid was the only man remaining on his feet and all the hitherto confident opponents were sprawled out on the floor.

As the camera stopped, he started for his dressing room to "fix up." Passing me, he smilingly remarked:

"Guess there won't be any funeral after all, unless one of those fellows over there gets tired of living," indicating his opponents.

One look at them was enough to convince me that if I were in the shoes of any of them, I would at least be prompted to stop in at the nearest hospital for repairs.

This scene is one of the big features of "The Love Burglar," a new Paramount starring Wallace Reid, which will be shown at the ..... theatre next .....

The picture is from the play, "One of Us," by Jack Lait, and was directed by James Cruze. An excellent cast supports the star.

WALLACE REID
in "The Love Burglar"
A Paramount Picture

Your Exchange has ten stock heads of Wallace Reid (in electro or mat form) that are suitable to use with any of his pictures.

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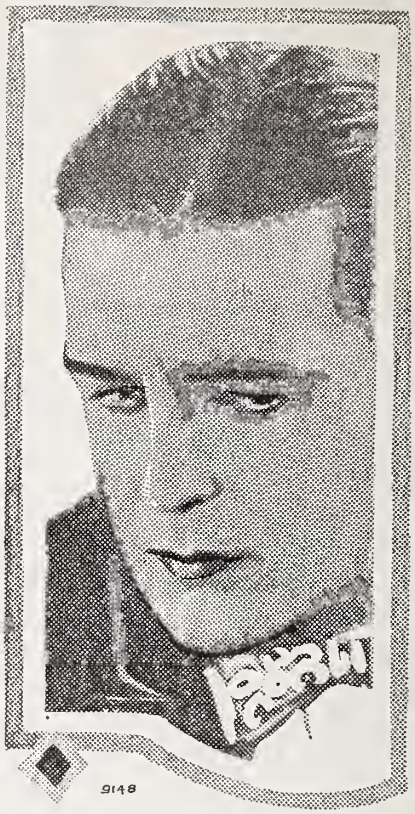
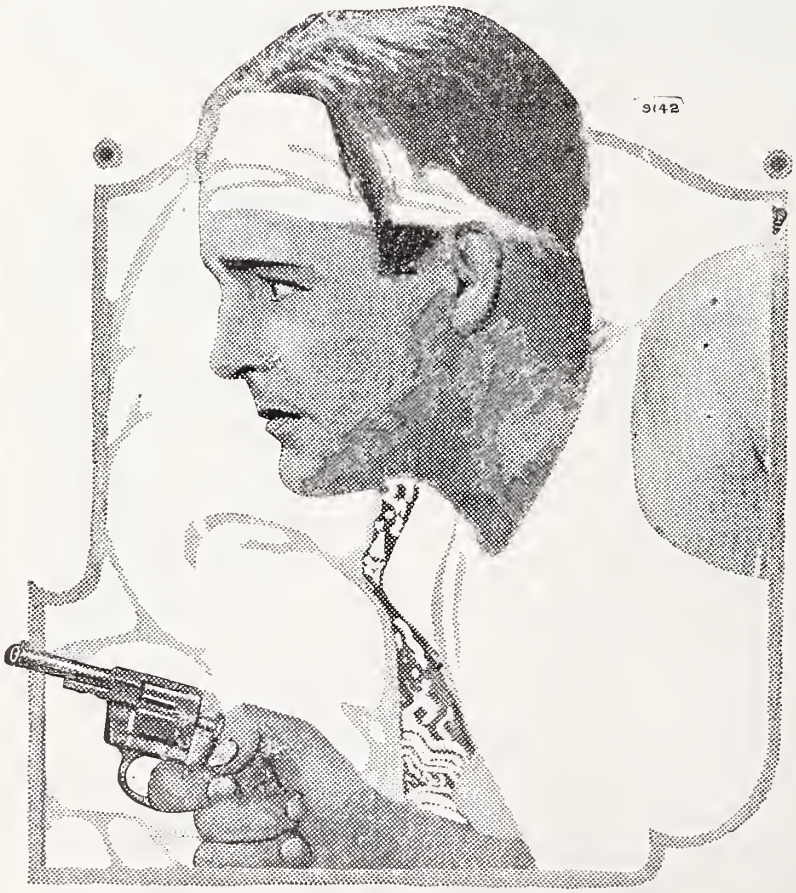


WALLACE REID
in "The Love Burglar"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9148, illustrated on page 4 of 'The Love Burglar' Press Book." Specify whether you want an electro or a mat.



WALLACE REID in "The Love Burglar"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9142, illustrated on page 4 of 'The Love Burglar' Press Book." Specify whether you want an electro or a mat.

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CAST AND STORY OF "THE LOVE BURGLAR"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Wallace Reid's Latest Photoplay

A PARAMOUNT PICTURE

Wallace Reid a Society Idler, Impersonates a Crook in His New Photoplay, "The Love Burglar"

Story Filled With Dramatic Situations, Thrills and Heart Appeal Based Upon Jack Lait's Famous Play, "One of Us"

DAVE DORGAN, alias the Colt Kid, a Western bad man, released from Joliet, starts for New York with a letter of introduction to Harry Miller, proprietor of one of the toughest saloons on the East Side. While at his club, David Strong, society idler, receives a telephone message from his mother complaining that Arthur, the youngest son, is busily engaged in sowing a crop of wild oats somewhere on the East Side.

David locates the erring brother in Miller's saloon, apparently in the toils of Joan Gray, a slum siren. David strips the youngster of his valuables—hustles him to the door and commands him to return home at once. This action is interpreted by the tough element in the saloon as being one of the boldest hold-ups ever witnessed. Miller comes forward and takes David by the hand, mistaking him for the Colt Kid. As this is something of a novelty David accepts the situation and doesn't enlighten Miller as to his true identity.

Joan Gray, who is being forced against her will to rob the wealthy frequenters of the place by "Coast-to-Coast" Taylor, a gang leader in love with her, decides that a man with the dangerous reputation enjoyed by the Colt Kid would be able to rescue her from her present position. Acting upon this impulse she rushes forward—throws her arms around David's neck and announces to the astonished onlookers that he is her man and that they intend to be married.

She whispers to David not to expose the hoax and to get her out of the saloon. David agrees and when Miller objects to their departure David declares that they will be married at once. They go through a fake marriage ceremony performed by Parson Smith, the piano player at the saloon, but even this doesn't release Joan as Dave had expected. Taylor declares that she shall not leave the place and makes a vicious attack on Dave. After thoroughly thrashing the gang leader, David escorts Joan from the place.

Later, in Joan's flat, David is compelled to assume the domestic attitude demanded by his supposed marriage in order that Taylor and the others will be convinced that he is Joan's man and she is not molested. David has fallen in love with Joan and continues to play the part of the Colt Kid, believing that she admires him because of his reputation as a crook and fearing she will despise him if she discovers his real position in society.

Taylor tries to inveigle David in several holdups in order to prove to the gang that he has nerve and skill, but David manages to avoid taking part in their criminal operations, but without losing the respect of his cronies. Taylor finally proposes that they rob the Strong mansion during the wedding of David's sister. This gives David the opportunity to pose before Joan as a truly bad man. He tells Taylor that he must work alone, and hurries to his home expecting to arrive there in time to give his sister away.

Taylor has laid a trap for David and after David's departure, he leaves for the Strong mansion with a couple of policemen. Joan learns of Taylor's treachery and starts on a wild dash uptown to save her sweetheart.

Meantime, Dave Dorgan, the Colt Kid, has arrived at Miller's saloon, where he hears a man has been impersonating him and also that this man is bent on robbing the Strong home that night. Dorgan hurries uptown to force a portion of the loot from the imposter. Joan arrives in time to prevent him from committing the robbery and David appears just in time to save her from the savage attack of Dorgan.

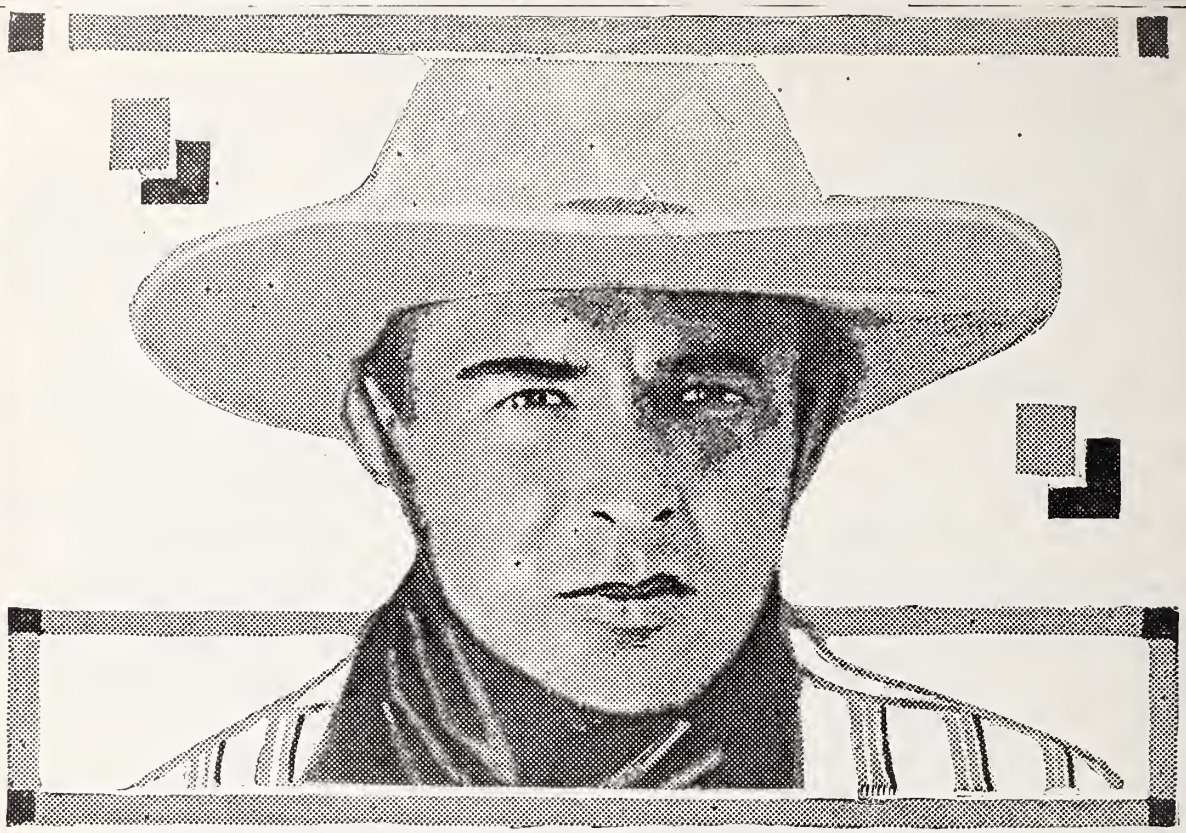
Both Joan and David are arrested, but subsequently David is released by order of his family. He is pleading for Joan's discharge, when his sister runs to Joan and throws her arms about her. They were chums at college together and Joan has been living in the slums to obtain material for a novel. Taylor is hurried away by the police.

As David and Joan witness his sister's wedding, there comes to them bright visions of their own marriage, soon to take place.

"THE LOVE BURGLAR"

The Cast

David Strong .....Wallace Reid
Joan Gray .....Anna Q. Nilsson
Smith .....Raymond Hatton
Coast-to-Coast Taylor
Wallace Beery
Miller .....Wilton Taylor
Arthur Strong ...Edward Burns
Elsie Strong .....Alice Taffe
Rosswell .....Dick Wayne
Dave Dorgan .Henry Woodward
Mrs. Strong ...Loyola O'Connor



WALLACE REID in "The Love Burglar"

A Paramount Picture

9144

WALLACE REID in "The Love Burglar"

A Paramount Picture

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PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

You'll find ready-to-clip news—all the big stories as they break—in Progress-Advance each week.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

MAJOR IAN HAY BEITH (Ian Hay), soldier, lecturer and author, has just joined Cecil B. De Mille's scenario staff in Los Angeles as a member of the Famous Players-Lasky Corporation. His initial work was in connection with the Artcraft-production of Sir James M. Barrie's "The Admirable Crichton." Major Beith became internationally famous through his literary masterpiece, "The First Hundred Thousand" and was subsequently sent to this country from the battle front as head of the American section of the British Ministry of Information.

* * *

Secretary of the Treasury Glass has written a letter of thanks to Adolph Zukor, president of the Famous Players-Lasky Corporation and Chairman of the Victory Loan Committee of the National Association of the Motion Picture Industry, for his services in Loan campaigns. This committee supervised revision and distribution of twenty-seven Loan films over the entire nation, and in addition distributed ten new subjects such as Douglas Fairbanks' "Knocking the Knockers," and a series of eight pictures under the general title, "With Pershing in Germany."

* * *

Alice Taafe plays the role of the sister of the hero in Wallace Reid's new Paramount picture, "The Love Burglar." It is through her discovery that the girl whom the hero loves and whom he thinks is a slum siren, proves her identity as a novelist and an old college chum of the sister and thus makes for a happy ending to the romance. Miss Taafe is said to render an excellent portrayal of her part.

* * *

The mountain trout season has just opened in California. Several of the Mack Sennett girls as well as the men are taking advantage of every possible interlude in the work. Louise Fazenda is a famous fisher maid who can cast with any expert. She has seldom failed to come home with the limit. Mr. Sennett is himself a famous huntsman and fisher and never fails to be on hand at the opening of every season.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

CLARE BRIGGS of the New York Tribune, creator of "When a Fellow Needs a Friend," "The Days of Real Sport" and other cartoons in which his famous boy character, Skinny, appears, went into a restaurant on Park Row, New York, the other day for luncheon. He was disconsolate for he did not have a single idea for the next day's cartoon.

Several tables away he discovered a friend. In a few minutes a bevy of good-looking stenographers entered and sat down at the table where Briggs' friend was studying the menu card. In a moment Briggs' friend found himself caught in a barrage of the latest edition of typist badinage, the purport of which was that the lone man in the party should pay for the girls' luncheons.

"Yo-o-o, Skin-nay" cried the victim across the room to Briggs. "When a feller needs a friend!"

Briggs went back to the Tribune office, and the next morning the stenographers' victim found his plight furnishing amusement for hundreds of thousands of Tribune readers all over New York City and in various papers throughout the country.

* * *

Walter Woods, a new member of the Lasky staff of writers, wrote the continuity for "The Love Burglar," Wallace Reid's new Paramount picture. Mr. Woods is an old time stage director and writer and is doing most excellent work in his new capacity. He also wrote the adaptation for "A Very Good Young Man," a recent Bryant Washburn starring vehicle. Probably his most notable work is the continuity for a new masterful production starring the world famous handcuff king, Houdini, which has just been finished at the Hollywood studio of the Famous Players-Lasky Corporation.

* * *

Mary Warren, a well-known screen beauty, plays the role of one of the members of the man-haters' club in "Girls," Marguerite Clark's new Paramount vehicle. The part is said to offer Miss Warren a splendid opportunity for the display of feminine beauty and talent, both of which she is said to possess a bountiful share.

Exclusive Stories
For Photoplay Editor
From ..... Theatre

HENRY WOODWARD, one of the ablest of character and leading men, plays a semi-heavy role—that of Dave Dorgan, alias the Colt Kid, a western bad man just released from Joliet, in "The Love Burglar," a new Paramount picture starring Wallace Reid. Mr. Woodward has appeared in many notable productions and is well known to film patrons generally. He enacted the heavy role in Wallace Reid's last preceding picture, "You're Fired," and was Ethel Clayton's leading man in her recent Paramount picture, "The Mystery Girl." Those who saw her performances in these two productions are well aware of the quality of his work.

* * *

"Billeted," the play by F. Tennyson-Jesse and H. M. Harwood which Francis Marion adapted for Paramount presentation with Billie Burke as the star, has been retitled, "The Misleading Widow." The picture was directed by John S. Robertson. Work was rapid because both the Fifty-sixth Street Studio in New York and the Fort Lee studio were utilized, depending on which was nearer location. Supporting Miss Burke are James L. Crane, who plays leading man as he has done for so many legitimate shows; Frank Mills, Madeline Clare, Fred Hearn, Frederic Esmelton and Dorothy Waters.

* * *

"The Sea Wolf," which brought Jack London into fame as a writer of novels will be given a specially elaborate screen production by the Famous Players-Lasky Corporation studios at Hollywood, it was announced yesterday. George Melford will direct.

* * *

Three talented character women, Sylvia Ashton, Jane Wolf and Mayme Kelso, appear in important parts in the Paramount picture, "A Very Good Young Man," starring Bryant Washburn. Each of these artists has played exacting roles in some of the most elaborate Paramount and Artcraft productions ever staged. To view the work of all three and all in one picture is a rare opportunity for the movie fan.

WALLACE REID
in "The Love Burglar"
A Paramount Picture

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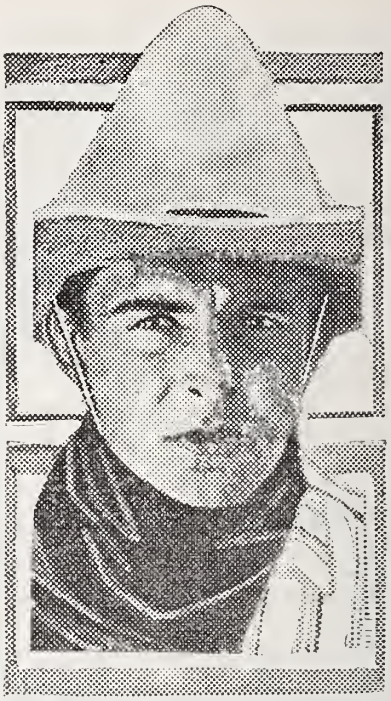

WALLACE REID
in "The Love Burglar"
A Paramount Picture

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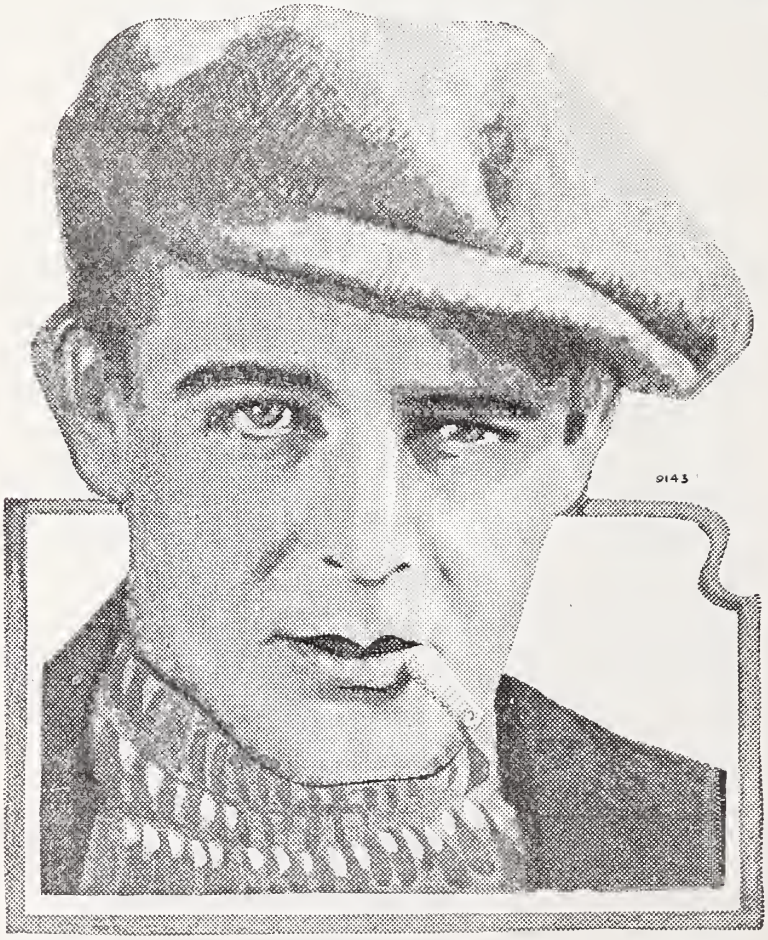

WALLACE REID in "The Love Burglar"
A Paramount Picture

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A WEALTHY thief of time becomes a thief in reality as the only means to steal the heart of the girl that he loves. It's great! Come!

Theatre Name

THREATENED on every side with the weapons of the underworld, the wealthy "white black-sheep" batters down all opposition with his mighty fists and, with the girl, emerges triumphant from the Bowery hell-hole that held them both in its grip.

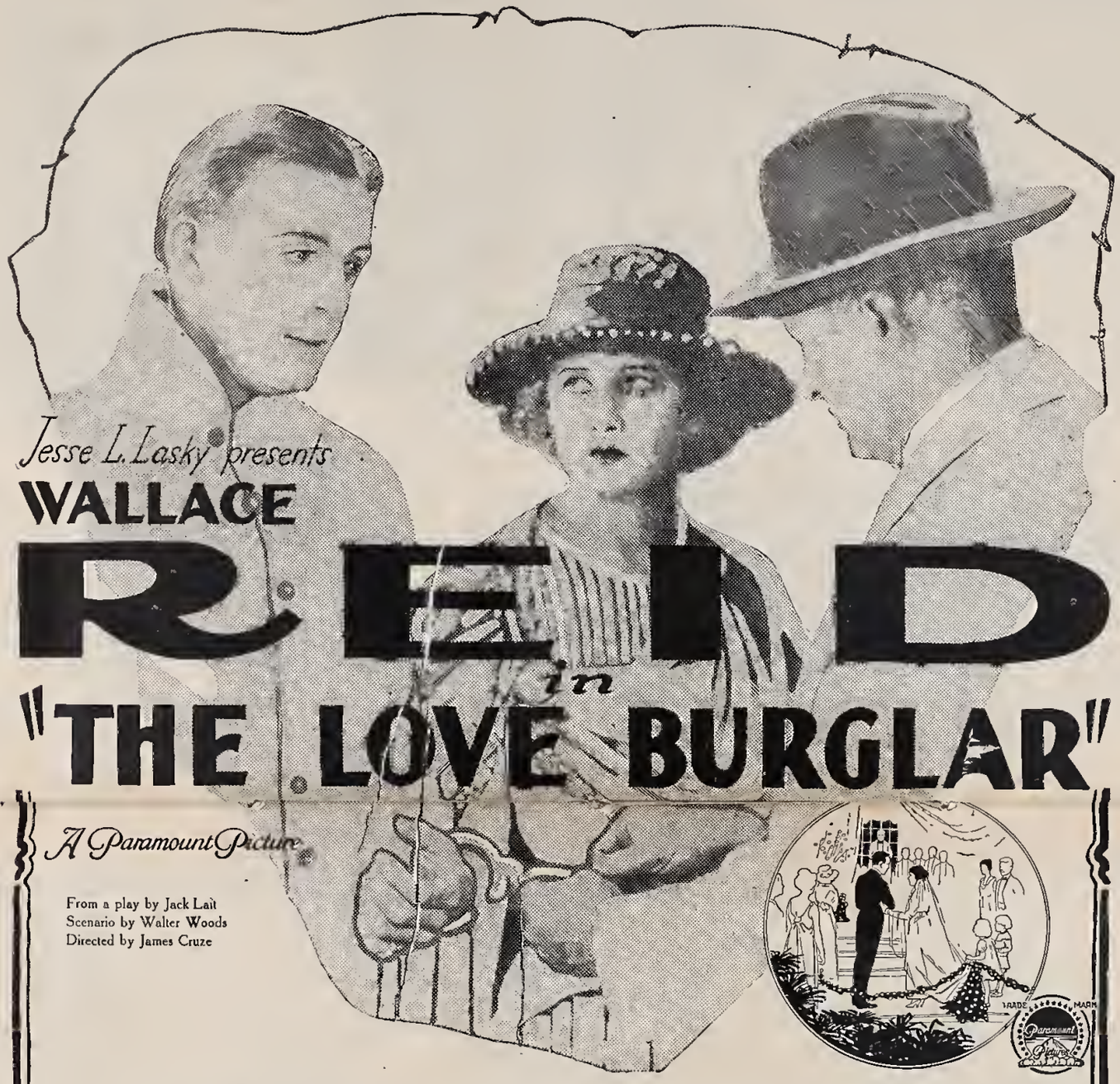
From a play by Jack Lait — Scenario by Walter Woods — Directed by James Cruze

Balance of Your Program

Theatre Name

Exhibitors: Look At This!

THERE isn't so much concentrated energy this side of a bar of radium as you will find in this miniature ad-cut. Full of the pep and jazz that gets and keeps 'em coming. Economical in the bargain! At your Exchange, as usual.



HERE they are with a representative of the Police Department tying the knot! And only five minutes before he had vision of a minister performing that same feat!

From the "upper crust" to the underworld to get the girl he loved! From visions of orange blossoms, rice and tuneful strains to the cold reality of rattling "bracelets", cold steel bars and the "tuneful strains" of "You're pinched! Put on your hat and come along!" Why did this son of the elite choose to marry a girl who lived on the Bowery? Why did he resort to thievery when, at the worst, he had been but a thief of time.

Absorbing! Inexplicable! Thrilling! Romantic! That's "The Love Burglar"!

"FATTY" ARBUCKLE in "A DESERT HERO"

PARAMOUNT - BURTON HOLMES TRAVEL PICTURE

PARAMOUNT-BRAY PICTOGRAPH :: LATEST NEWS WEEKLIES

METROPOLITAN

Name of Your Theatre

JESSE L. LASKY *presents*

WALLACE REID

IN

HE'S the "white black sheep" of his family. He was the best thief of time in his "set" until he turned his talent for larceny to the stealing of a girl's heart.

Let's see! He believes the girl's a crook. Member of an underworld "set"—nothing at all like the fluffy-puffy creatures that had been his companions in dinner-coat days.

Bingo! An idea! Be a crook too! Not so easy, you say! Remember that he was a thief of time! Perhaps he's versatile. Anyway, you may be sure he gets the girl. But you ought to see how! It's a corking good picture!

Balance of Your Program

From a play by Jack Lait — Scenario by Walter Woods — Directed by James Cruze.

"THE LOVE BURGLAR"

A PARAMOUNT PICTURE

Advance Press Stories on "The Love Burglar"

To be Sent to the Newspapers Immediately Prior to and During the Display of Wallace Reid's Latest Photoplay

A PARAMOUNT PICTURE

"THE LOVE BURGLAR" JACK LAIT'S PLAY FILMED FOR REID

Famous Stage Success Admirable Vehile for Celebrated Paramount Star

WALLACE REID is next to appear in a Paramount picture adapted from a stage play. The play "One of Us," was written by Jack Lait, the well-known dramatist, and had its premiere at the Morosco Theatre in Los Angeles, some months ago. The screen version is "The Love Burglar," and it will be shown at the.....thatre next.....

In the stage production, the chief role was played by a feminine star, but for the purposes of the screen, the leading male role was made the most important. It appeared to the producers also that the male lead was by far the most important of the two parts. The picture with this change is said to be one of the best vehicles which has been furnished Mr. Reid in some time.

The story deals with the adventures of a young society idler, who, finding his younger and erring brother in a tough slum saloon, strips him of all his valuables and sends him home. This act is interpreted by the rough element as a bold hold-up, they not knowing that a relationship exists between the two men, and they welcome him into their gang, thinking that he is "The Colt Kid," an ex-convict whom they have been expecting.

How he saves a beatiful girl from the clutches of a gang leader who is forcing her to rob the wealthy frequenters of the place, and finally marries her after learning that she is in reality a novelist who is seeking atmosphere for her story, forms a delightful and highly interesting plot.

WALLACE REID HAS FINE HERO ROLE IN "THE LOVE BURGLAR'

Society Idler Turns Crook for a Lark and Interesting Developments Occur

WALLACE REID, one of the most ideal of all screen heroes, portrays one of his most effective hero roles in his new Paramount picture, "The Love Burglar," a picturization of the successful play "One of Us," by Jack Lait.

Mr. Reid's part is that of a young clubman who goes to a disreputable slum saloon to find his erring brother and after taking all of his valuables and money away from him, sends him home. He finds it a delightful novelty when the proprietor and the gang leaders welcome him as the Colt Kid, a western bad man who has just been released from Joliet and whom they have been expecting for some time.

A beautiful girl, Joan Gray, who is apparently one of the sirens of the establishment, sees in him a champion to protect her from the advances of Coast-to-Coast Taylor, a criminal and gang leader, embraces him and announces that he is her man.

David diplomatically avoids becoming entangled in any of the crooks' hold-ups and crimes, but finds it hard to keep his reputation as a bad man. His opportunity comes when Coast announces that a wedding is to be held in a swell society home, which, it transpires, is the home of David himself, and his sister is the one to be married. He tells Coast he will do this job. Herewith starts a complication that terminates in one of the most masterful situations ever screened. James Cruze directed and an excellent cast supports the star.

"THE LOVE BURGLAR" NEW REID PICTURE HAS NOVEL FINISH

Wally Impersonates a Crook and Finds a Bride in Slum Saloon

ONE of the most novel finishes ever presented before a moving picture audience, is a feature of the new Wallace Reid Paramount photoplay, "The Love Burglar," which will be shown at the ..... theatre next .....

The story concerns the love of a young society idler, a man of wealth and position, for a beautiful girl, who apparently is a siren of the slums. Brought to the place through circumstances, David, which is the role played by Mr. Reid, is mistaken by a band of criminals who infest the place, as "The Colt Kid," a western bad man, who has recently been released from Joliet and who is expected to arrive at any time.

Delighted by the novelty of the situation, David allows them to be deceived and cheerfully impersonates the Colt Kid. The girl comes to him for protection against "Coast-to-Coast Taylor," a gang leader who is forcing her to rob the wealthy visitors of the place. David champions her cause and his act results in a thrilling and realistic fight with the leaders of the gang, headed by Coast, which ends in their defeat.

A scheme to rob the home of David's mother, on the occasion of his sister's wedding, is nipped in the bud by David, who promises to "do that job" himself. Although he falls madly in love with the girl he is convinced he can never marry her. Here is where the delightful finish comes in. But it's too good to tell.

James Cruze directed the picture, which is an adaptation of a stage play by Jack Lait. An exceptional cast of players support the star.

RAYMOND HATTON IN "THE LOVE BURGLAR'

Has Excellent Role in Support of Wallace Reid

RAYMOND HATTON, the famous character man who has appeared in many Paramount and Artcraft pictures, plays a unique character role in "The Love Burglar," a new Paramount picture, starring Wallace Reid, which comes to the ..... theatre next .....

His role in this photoplay is perhaps one of the most difficult and peculiar ever screened. He is a combination minister of the gospel and piano player in a tough slum saloon. It is said that Mr. Hatton portrays the part with remarkable skill. The picture is adapted from Jack Lait's play, "One of Us." The support is quite satisfactory.

Beery in Reid Film

WALLACE BEERY, one of the most notable exponents of heavy character portrayal on the screen, plays the heavy role in the new Wallace Reid Paramount picture, "The Love Burglar," which will be shown at the ..... theatre next ..... Mr. Beery is a genius in his line and his work in the role of Coast-to-Coast Taylor, a criminal gang leader, one of the heaviest of heavy roles, is said to be the most powerful and impressive.

Another Hit for Cruze

JAMES CRUZE directed "The Love Burglar," the new Paramount picture, starring Wallace Reid, which is on view at the .....theatre this week. The production is an admirable one and is delighting big audiences.

ANNA Q. NILSSON IS A SIREN IN PICTURE

Leading Woman for Wallace Reid in "The Love Burglar"

ANNA Q. NILSSON, one of the most beautiful and talented leading women on the screen, plays the leading feminine support to Wallace Reid, the star in the new Paramount picture, "The Love Burglar," which will be displayed at the .....theatre next .....

Miss Nilsson is from Sweden, and before coming to America in 1907, had an extensive stage career. Almost immediately upon her arrival, she started playing leads in notable screen productions. Her excellent work has placed her among the greatest artists in the film world. Her role in "The Love Burglar," that of a siren in a dive, affords her many opportunities for the display of her dramatic talents.

Burns in Strong Role

EDWARD BURNS, a well-known leading man who will be remembered for his fine work as leading man for Elsie Ferguson in her recent Artcraft picture, "Under the Greenwood Tree," plays the role of the younger erring brother in "The Love Burglar," a new Paramount picture starring Wallace Reid, which will be shown at the ..... theatre next ..... This is said to be a most suitable part for the capable young actor.

Tate Assistant Director

CULLEN TATE, who recently returned a lieutenant from France, was assistant to James Cruze in the direction of the new Wallace Reid Paramount starring vehicle, "The Love Burglar," which is delighting large audiences at the ..... theatre this week.

REID'S NEW PICTURE A JACK LAIT STORY

Paramount Star Does Brilliant Work in "The Love Burglar"

WALLACE REID'S new Paramount picture, "The Love Burglar," which comes to the ..... theatre for ..... days beginning next ..... is an adaptation of the recent play by the celebrated author and playwright, Jack Lait, entitled, "One of Us." The play had its premiere at the Morosco Theatre in Los Angeles and after a successful run in which Bertha Mann played the starring role, it was taken East.

After a careful study of the values of the different roles, the producers decided that the hero role was by far a stronger one than the leading feminine role, and in the picture version, the leading male part is the stellar role. Wallace Reid is said to have a highly effective role in this production, and one of the best of his screen career.

Still Shootin' Straight

WILTON TAYLOR an old-time stage director and a pioneer in the show business, plays the part of the saloon proprietor in Wallace Reid's new Paramount picture, "The Love Burglar," which is on view at the ..... theatre this week. From the effectiveness of his work it is apparent that Mr. Taylor is still in the game and shootin' straight.

Urson's Good Shots

FRANK URSON, a thorough motion picture camera artist, has done beautiful and effective photography in "The Love Burglar," Wallace Reid's new Paramount picture, which has made a big hit at the ..... theatre this week. All the scenes are clear and defined and the lightings and other effects are most excellent.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newsp apers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchai ge and send it to the photoplay editors of your newspapers.

HANDS UP!

THE young man has a desperate expression on his face and a revolver in his hand, so if the party of the second part doesn't get a glimpse of the wrist watch, the odds are that his hands go up. However, even if he does glimpse the timeteller, he may remember that a lot of our best people wore them during the recent war, and decide to take no chances. The thought occurs to our female reporter that the he may be a she, inasmuch as the name of Wallace Reid's (of course you recognize him in spite of the headache band) latest Paramount film is "The Love Burglar."

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE LOVE BURGLAR"

A Paramount Picture

FILM TRAILERS .....$3.00 each

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set .....60 cents
11x14 Sepia, 8 in set .....per set 60 cents
22x28 Sepia, scene or star .....40 cents
22x28 colored photos of women stars ...60 cents
22x28 Black & White star .....75 cents
8x10 photo. of star, can be used for..... all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts .....15.cents each
Three 2-column cuts .....25 cents each
Two 3-column cuts .....35 cents each

MATS:

Mats of the above cuts are- FREE. News papers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One-Column .....25 cents each
Two-column .....40 cents each
Three-column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut .....15 cents each
Two-column layout cut .....25 cents each
Three-column layout cut .....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen .....15 cents each
Also line drawings .....20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Love Burglar"

.....1919

Dear Miss Burney:-

To see Wallace Reid in any photoplay is a delight, but to see him as a society idler of wealth who impersonates a crook in his latest Paramount photoplay, "The Love Burglar", is a revelation.

Mr. Reid's ability is finely displayed in optimistic roles and in "The Love Burglar", which will be displayed at our theatre next....., his cheerfulness is delightfully apparent. When he finds his erring brother carousing in a dive and after being mistaken for a crook, readily admits the impeachment, he meets the girl--and such a girl!

There is a surprise finish to the picture which will be found to be highly dramatic. The photoplay is filled with thrills galore and we believe we are safe in venturing the prediction that it is one of the best starring vehicles in which Mr. Reid has been seen in many a day.

Of course you will want to see it. We should like to see you at the opening display next.....

Yours sincerely,

.....
Manager.

POST CARDS ON "THE LOVE BURGLAR"

Exhibitors will be wise to mail at least one of these Cards to their patrons

.....1919

Dear Miss Burney:-

Of course, you are an admirer of Wallace Reid, the famous Paramount star. He will appear at our theatre next..... in his latest Paramount picture, "The Love Burglar", a photoplay chock full of interesting situations.

It is a story that will hold your attention from start to finish. You cannot afford to miss it.

Yours sincerely,

.....
Manager.

Dear Miss Burney:-

.....1919

Beginning today....., Wallace Reid, the popular Paramount star, will be seen at our theatre in his latest picture, "The Love Burglar". It will be perhaps unnecessary to remind you that this photoplay is of the highest class from every standpoint.

The photoplay is a picturization of a play by Jack Lait and this is a guarantee of its excellence. Come early.

Yours sincerely,

.....
Manager.

If Letter will not serve, use one of the Post Cards. *IT WILL PAY!*

To Famous Players Lasky Corp., (Address Branch Office)_____Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides Each .12	Scene Cuts Coarse Screen Only: 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts Fine and Coarse Screen: 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

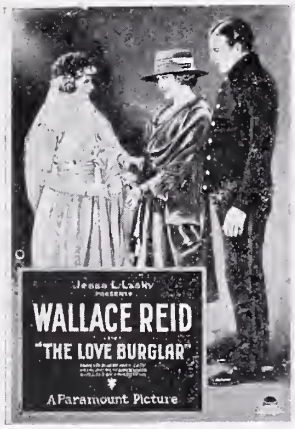
Total Amount Remitted

$_____

(Name of Exhibitor)

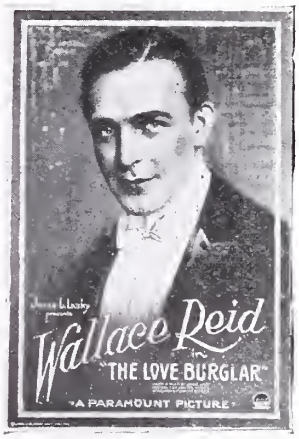
(Address)

ADVERTISING POSTERS AND SLIDES
FOR
"THE LOVE BURGLAR"



One sheet

Six Sheet



One Sheet

How will you advertise

Wallace Reid
in
"The Love Burglar"

BIG!!!

But *how???*

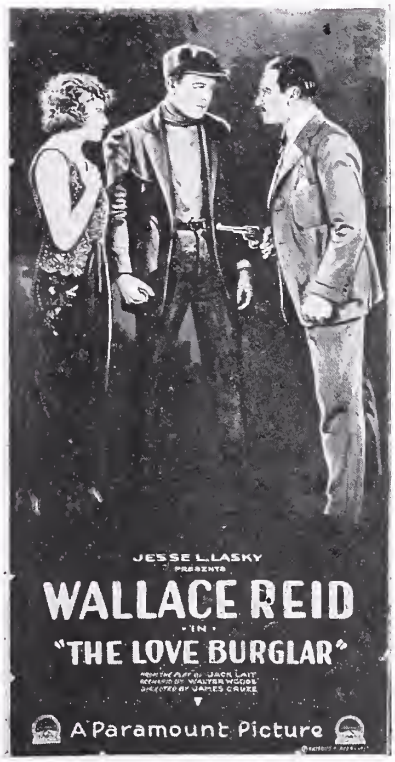
POSTERS!!!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!

That's the way to turn
'em away—every show

Three Sheet



Three Sheet

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 5

The Career of Katherine Bush

Scheduled Release Date: **20 Jul 1919**

ADOLPH ZUKOR *presents*

Catherine Calvert

in

"THE CAREER OF KATHERINE BUSH"

By

ELINOR GLYN

Scenario Kathryn Stuart *Directed by* Roy W. Neill

A PARAMOUNT-ARTCRAFT SPECIAL

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres JESSE L. LASKY Vice Pres CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Worthwhile Facts for Exhibitors Regarding the Paramount-Artcraft Special Picture, "The Career of Katherine Bush"

THE widespread vogue attained by recent Paramount-Artcraft Special Pictures, have convinced exhibitors everywhere that as attractions calculated to attract the favorable attention of their clienteles, they reign supreme. Among the more successful of these may be mentioned "The Hun Within," "Little Women", "Sporting Life," "The Silver King" and "Secret Service". That "The Career of Katherine Bush" will be no less successful than its predecessors seems to be assured.

Catherine Calvert, Star

CATHERINE CALVERT, who plays the stellar role of "The Career of Katherine Bush," is a beautiful and talented player of splendid personality and exquisite artistry. She made her debut as actress in "Brown of Harvard" and later appeared in "The Deep Purple" and "A Romance of the Underworld" plays written by her husband, the late Paul Armstrong. Subsequently she entered the screen world and was soon recognized as "the lady beautiful of the screen". She played the stellar role of Elizabeth Blake in "Fires of Faith," a superb photoplay produced by Famous Players Lasky Corporation and which scored a pronounced hit at the Harris Theatre, New York, in May, 1919. Miss Calvert is a finished actress, magnetic and charming and she is a decided acquisition to the stellar staff of Paramount-Artcraft. She has a spleudid role in "The Career of Katherine Bush" and she makes the most of every opportunity afforded her by Mrs. Glyn's story.

Elinor Glyn, Author

ELINOR GLYN, whose novel "Three Weeks" won her world-wide fame, is the author of "The Career of Katherine Bush." The novel is known to millions of readers, the sale of the book reaching a grand total of eleven hundred thousand copies. The story is exceptionally dramatic and appealing and ranks as one of Mrs. Glyn's best.

TABLE OF CONTENTS

Kathryn Stuart, Scenarist

KATHRYN STUART, the scenarist who picturized "The Career of Katherine Bush," is a recognized continuity writer of signal ability whose skill has been displayed in numerous picture successes. She has done excellent work in this scenarioization, her continuity being artistic and comparatively without a flaw.

R. William Neill, Director

R. WILLIAM NEILL, who directed "The Career of Katherine Bush," is well and favorably known to Paramount and Artcraft audiences. He was identified with Thomas H. Ince for years and some of the Paramount pictures he directed include "Vive la France," "Green Eyes," "The Mating of Marcella," "Tyrant Fear" and "Love Me," all Dorothy Dalton successes. Mr. Neill has shown himself at his best in his latest production.

A Great Story

KATHERINE BUSH, who belongs to a plain, dull and unrefined middle class English family, accepts a position as a typist for a money-lender and meets Lord Algernon-Fitz Rufus, a dashing young man about town. She uses him as the means to learn the ways of gentlemen and after a companionship of several weeks, realizing that Fitz-Rufus loves her and that marriage might interfere with the brilliant career she had mapped out for herself, she refuses his hand. Katherine obtains a position as secretary to Lady Sarah Garribardine where she meets Gerard Strobridge, a nephew of Lady Garribardine, a young man who is unhappily married. She leads him on until one day when she accompanies him to Parliament and hears the Duke of Mordryn speak. She decides to win the Duke and persuades Gerard to make them acquainted. The Duke shows great interest in her and at a party at Lady Garribardine's he learns that Katherine is a secretary and not the great lady he had fancied her to be. He declares his love for her nevertheless, but believing that their marriage would prove disastrous, Katherine refuses him. He persists, however, and even when Katherine confesses her previous connection with Lord Algy, he takes her to his arms forgivingly.

Strong Support

THE company chosen to support Miss Calvert in this picture is headed by John Goldsworthy, a well known screen player. Others of the cast include Craufurd Kent, who plays Lord Gerard Strobridge; Mathilde Brundage, who plays Lady Garribardine; Helen Montrose, Anna Dearing, Augusta Anderson, Claire Whitney, Norah Reed, Albert Hackett, Earl Lockwood, Walter Smith, Rob. Minot, Edith Pierce, Allen Simpson and Fred Burton.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9118, illustrated on Page 2 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9119, illustrated on page 2 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "The Career of Katherine Bush"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Catherine Calvert's New Photoplay

A Paramount—Artcraft Special Picture

Beautiful Star has Tremendous Story in the Picturization of Elinor Glyn's Great Novel, "The Career of Katherine Bush."

Typical English Story, Filled with Exceptionally Strong Dramatic Situations and Heart Appeal, Provides Star With Splendid Role.

KATHERINE BUSH is one of a large, middle-class English family. They are ordinary, dull and unrefined and Katherine, as far above them as the moon, longs for some avenue for a better life.

She has been typist for a well-known money-lender and there she has met Lord Algernon Fitz Rufus, a dashing and charming young "man about town." She determines to use him as the means to learning the nature of gentlemen and their ways, and so she goes away with him for a couple of weeks. They have a glorious time and she finds herself growing very fond of him. Realizing that anything like that would endanger the career that she has determined to carve out for herself, she writes to him after she has returned home, bidding him farewell.

Meeting her in the park one day, he violently avows his love and asks her to marry him, but Katherine, realizing that he is prompted by a passion which will soon die, thanks him for the honor, but refuses him.

She applies for a position as secretary to Lady Sarah Garribardine and goes to live at her home. There, Gerard Strobridge, Lady Garribardine's nephew, a somewhat cynical but charming man, very unhappy with his wife. becomes greatly interested in Katherine. Conscious of his attraction, she purposely leads him on.

After a dance one night, Gerard, whose interest has developed into a passionate love, throwing discretion to the winds, goes cautiously to Katherine's room after the guests have left and declares his love. She shows her indignation at this action and brings him to his senses. He leaves, his love for her stronger than ever, mingled as it is with a new respect, vowing undying devotion.

"THE CAREER OF CATHERINE BUSH"

The Cast.

Katherine Bush.....Catherine Calvert
Lord Algernon Fitz-Rufus John Goldsworthy
Lord Gerald Strobridge..Craufurd Kent
Lady Garribardine..Mathilda Brundage
Lao Delemar.....Helen Montrose
Gladys Bush.....Ann Dearing
Matilda Bush.....Augusta Anderson
Slavey.....Norah Reed
Lady Beatrice Strobridge, Claire Whitney
Bert Bush.....Albert Hackett
Fred Bush.....Earl Lockwood
Bob Hartley.....Walter Smith
Charlie Prodgers.....Robert Minot
Ethel Bush.....Edith Pierce
Lao's Sweetheart.....Allen Simpson
Duke Mordryn.....Fred Burton

One afternoon Lady Garribardine, who, keen and shrewd, has sensed the affair, takes pity on Gerard and sends Katherine with him to the opening of Parliament. The Duke of Mordryn speaks and Katherine, realizing his possition as the leader of English affairs, decides that here is her goal—she must win him.

Enlisting Gerard's aid, she suggests that he give a dinner for the duke at which she can attract his attention. She succeeds in getting him quite interested in her but, of course, he has met her as an equal and not as Lady Garribardine's secretary.

A house-party is given for the Duke by Lady Garribardine, and he meets Katherine in her true capacity. At first, his pride of race prevents him from declaring his love, but, at last, he does so but Katherine, realizing now that she truly loves him, repulses him thinking that marriage with one so far beneath him socially would only bring him unhappiness. Sadly he agrees and returns to London.

But his love triumphs over his scruples and he returns to insist that she be his wife. Katherine, realizing that to preserve her own self-respect she must be honest with him, tells him the story of Lord Algy. At first the Duke's love suffers a shock, but looking at her with eyes expressing forgiveness, the splendor of his love dominates them both.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9116, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9117, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount-Artcraft Special

Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9110, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

IN "Men, Women and Money," described as a highly emotional modern society drama, which is released by Paramount, Ethel Clayton has done some of the best work of her career and the picture is expected to score highly for the star. The story is said to be filled with big dramatic situations and affords Miss Clayton one of her biggest opportunities for dramatic acting, for which she is famous throughout the country.

The picture, it is reported, contains many beautiful settings as most of the scenes are supposedly laid in the homes of modern society leaders where elaborate functions such as bridge parties, masquerades, etc., are held. One of the most beautiful spots in the picture is a masquerade ball where many colorful and luxurious gowns and costumes are worn by the guests.

* * *

An entire circus was engaged for scenes in "Still Waters," when it was originally produced with Marguerite Clark as star. This picture has been released on the Famous Players-Lasky Success Series.

* * *

Not all the detectives are in the force.

Staff Artist Menzies was recently sent by the Famous Players-Lasky Corporation to make arrangements with Police Commissioner Enright for scenes to be enacted in the detective chief's office for the new Maurice L Blanc picture, "The Teeth of the Tiger." Although permission was granted, the day selected was unfortunately the date upon which "The Anarchist Fighters" launched their reign of terror in New York.

Since the detective offices were the business part of the city—with innumerable dignitaries rushing in and out—Mr. Menzies did not wait to get in, but sketched the interior from glimpses he obtained through the opening door while seated from the waiting room. Then, from a window across the street which looked down into the sanctum, he finished his work. The chief of police will be given an opportunity to deduce how his offices could be reproduced to the last detail in a moving picture studio.

Exclusive Stories
For Photoplay Editor
From.....Theatre

JUNE ushered in unprecedented activities at the Famous Players-Lasky studio in Hollywood. Pictures under way there included "The Admirable Crichton" directed by Cecil B. DeMille, "Love Insurance" with Bryant Washburn—which has been completed, permitting the star to immediately—start work on "Why Smith Left Home," "Huckleberry Finn" the Mark Twain classic, "Peg O' My Heart," on completion of which Mr. DeMille started work on "Miss Hobbs" with Ethel Clayton, "The Lottery Man" with Wallace Reid, "Told in the Hills," "Missouri" and "Widow By Proxy" with Marguerite Clark, all these at one studio.

* * *

In addition to the usual line of advertising, publicity, and exploitation exhibitors playing "The Woman Thou Gavest Me," the Paramount-Artcraft Special picturized by Hugh Ford from Hall Caine's novel of the same name, there is a specially written song by Al Piantadosi based on the production and carrying the same title to aid them in establishing a box office "draw" and making the engagement a winner.

* * *

Billie Burke, under the direction of John S. Robertson has commenced work on "Sadie Love" or "Twin Souls". The exteriors were taken on the steamship and the pier first. "Sadie Love" or "Twin Souls" is taken from the play by Avery Hopwood which played on Broadway with Miss Marjorie Rambeau.

* * *

Discussing the great popularity attained by "Skinny," his famous boy character, Clare A. Briggs, the cartoonist, who has put Skinny and his pals into the films via the Paramount-Briggs Comedies, said recently:

"I contend there are two kinds of laughter: There's the loud, boisterous, raucous laugh, and there's the little appreciative smile, and I prefer the smile—the smile that won't come off. It's the serious things that stick. People like that kind of humor. They laugh and it's over—but they smile and never forget."

Exclusive Stories
For Photoplay Editor
From.....Theatre

ONE of the funniest situations in "No Mother to Guide Him," a Paramount-Sennett Comedy, is Ben Turpin's duck hunt. Most of the way through the picture Ben is in red hot pursuit of an old and dissipated looking duck. He hounds him down through the tules and chases him through the swamps. On one occasion Ben manages to sneak up on him and is just drawing a bead when a young army of hunters bobs up on the other side of the swamp and begins shooting. In the excitement, the duck escapes. On another occasion, Ben finds the duck in its lair and is just about to open fire when a whole regiment of little baby ducks come paddling out from the tules in Mama Duck's wake and Ben's tender heart is moved, so he doesn't get the duck after all.

* * *

Wallace Reid's role in "The Love Burglar" is that of a young society idler who goes to a tough slum saloon to locate his erring brother. He finds him, strips him of his valuables and sends him home. The proprietor of the place and the gang of criminals interpret this as a bold hold-up and think that he is an ex-convict whom they are expecting to arrive at any hour. They welcome him into the gang and he sees the novelty of the situation and pretends that he is the Colt Kid. He gets mixed up in a romance and falls in love with a beautiful girl, who later turns out to be a novelist in search of material. Thus the story is given a delightful ending after many exciting adventures and a novel climax of plot.

* * *

C. Gardner Sullivan is responsible for the story and continuity of Bill Hart's new Artcraft picture "Wagon Tracks." In the roster of film authors there are few who rank with Mr. Sullivan when it comes to powerful stories with a punch in every situation and an originality of treatment which lifts them far above the commonplace. This newest story is historically fascinating and also presents Mr. Hart in a role that is admirably suited to his peculiar abilities. It is declared emphatically that this is his best picture since "The Aryan."

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9114, illustrated on page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Catherine Calvert in "THE CAREER of KATHERINE BUSH
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9113, illustrated on page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9115, illustrated on Page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount - Artcraft Special

STRIKING CATCH LINES

For Use of Exhibitors in There Exploitation of the Great Paramount-Artcraft Special Picture

"THE CAREER OF KATHERINE BUSH"

Starring Catherine Calvert

Taken from the Novel by Elinor Glyn

ONE must see life, she argued, and it was better to make a first plunge with a person of refinement, who knew the whole game.

* * *

She was quite untroubled by what the world calls morality, and she had no scruples.

* * *

He folded her in his arms with a fond caress—a far better plan, he had always found, than any argument or explanation with women.

* * *

Katherine Bush loathed most of her family, and was quite ruthless.

* * *

She had tasted of the tree of knowledge with her eyes open, and the fruit that she had eaten was too dangerously sweet for continuous food.

* * *

"Some day I shall be one of the greatest women in England," she told herself.

* * *

I would not marry you for anything in the world; it would spoil everything.

* * *

I want you—I want you now—to-night!

* * *

Let her have her lovers. We have all had lovers. No one in the least objects to them, arranged suitably.

* * *

I send you this mantle; it will hide the fact that your legs are slightly bowed, and this very small flaw in your anatomy will pass unnoticed.

* * *

Beatrice says she pretends to be full of sex and other dreadful natural things.

* * *

Mabel's refinement was almost of the degree of the Boston lady who insisted upon the piano's "limbs" being put into pantaloons with frills.

* * *

You have got into trouble, and Bob Hartley is not playing the game.

* * *

I think most men are devils, Glad—but nine-tenths of the women are fools.

* * *

A woman always loses a man if she gives way to him against her conscience.

* * *

Oh! the pain of it! The passionate woman in her cried aloud in wild longing for him—for her dearly-loved mate!

* * *

It was such a great pleasure to me to be taken for a lady just for once.

SHE seemed to hear his voice and feel his kisses, until the agony of longing for reality grew unbearable, and she fell forward and lay there on the rug beating the floor with her hands.

* * *

I could commit any crime to be with you.

* * *

She was the most damnably attractive creature he thought he had ever met. She was like some dangerous, lazy lioness.

* * *

If he is a weakling he must pay the price; I shall not care.

* * *

Fierce emotion shook him, and passion became lord. Then he extinguished the lights and softly crept up the stairs.

* * *

If you dare to touch me I will kill you. You are only a beast after all.

* * *

If the basis of your argument with nine women out of ten happens to be that the sea is salt, they will reply that on the contrary the moon is made of green cheese.

* * *

The summit of her ambition was reached—and not ambition alone, but what now seemed to matter more, the realization of true love.

* * *

"I love you! I love you!" she went on wildly. "Kiss me—hold me—let me feel what it is like to be there next your heart."

* * *

I am a dependent in your aunt's house here, earning my living, and you chance my being disgraced and sent away for your shameless, selfish ends.

* * *

I have loved one man in my life with the kind of love which you desire. I know exactly what it means.

* * *

We've had enough hell in these few months, Bob. Every bit of love I ever had for you is gone. I'm off to make my fortune, so I tell you flat.

* * *

The unknown goal of all her striving was revealed at last. The position of this man's wife would be the greatest to be achieved in England, for prestige and influence. And it should be hers!

* * *

He cursed civilization, he profoundly cursed beautiful ladies.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special

Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9111, illustrated on Page 8 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9112, illustrated on Page 8 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

THEATRE

NAME HERE

in

"THE CAREER of KATHERINE BUSH"

A Paramount-Artcraft Special

By Elinor Glynn

SHE had beauty and brains—and nothing more. But she used what she had — and used men—to gain her heart's desire. She won, too, in her own way. If you want to see how, don't miss this pulsing, startling romance by Elinor Glynn.

(Other Features Here)

Mon., Tues., Wed.---11 to 11

Theatre Name

"The Career of Katherine Bush"

A Paramount-Artcraft Special

SHE had trapped him at last! The triumph she had craved was in sight. It had cost her love, home—even more. Now she asked the man who loved her to help her marry his rival!

Can a woman live her own life, regardless, and win? This amazing romance by Elinor Glynn proves that **one** woman **did.** It's absorbing—startling! See it!

Directed by Roy W. Neill *Scenario by Kathryn Stuart*

(Remainder of Program Here)

MON., TUES., WED.—11 A. M. to 11 P. M.

THEATRE NAME

Monday, Tuesday, Wednesday — Continuous — 11 a. m. to 11 p. m.

ADOLPH ZUKOR
PRESENTS

Catherine Calvert

SHE saw it all!—the triumph she craved, the way to attain it, and the price she would have to pay. Then calmly, deliberately, she made her choice: "I'll do it!" and plunged into the big, fierce game for power and human hearts.

Do **you** think that a woman with beauty, brains and ability to attract men can live her own life, regardless, and win? See beautiful Catherine Calvert in Elinor Glynn's amazing history of such a woman's soul—then answer.

Directed by Roy W. Neill *Scenario by Kathryn Stuart*
Story by Elinor Glynn

Paramount - Artcraft Special

TRADE MARK Paramount TRADE MARK ARTCRAFT PICTURES

in

THE CAREER OF "KATHERINE BUSH"

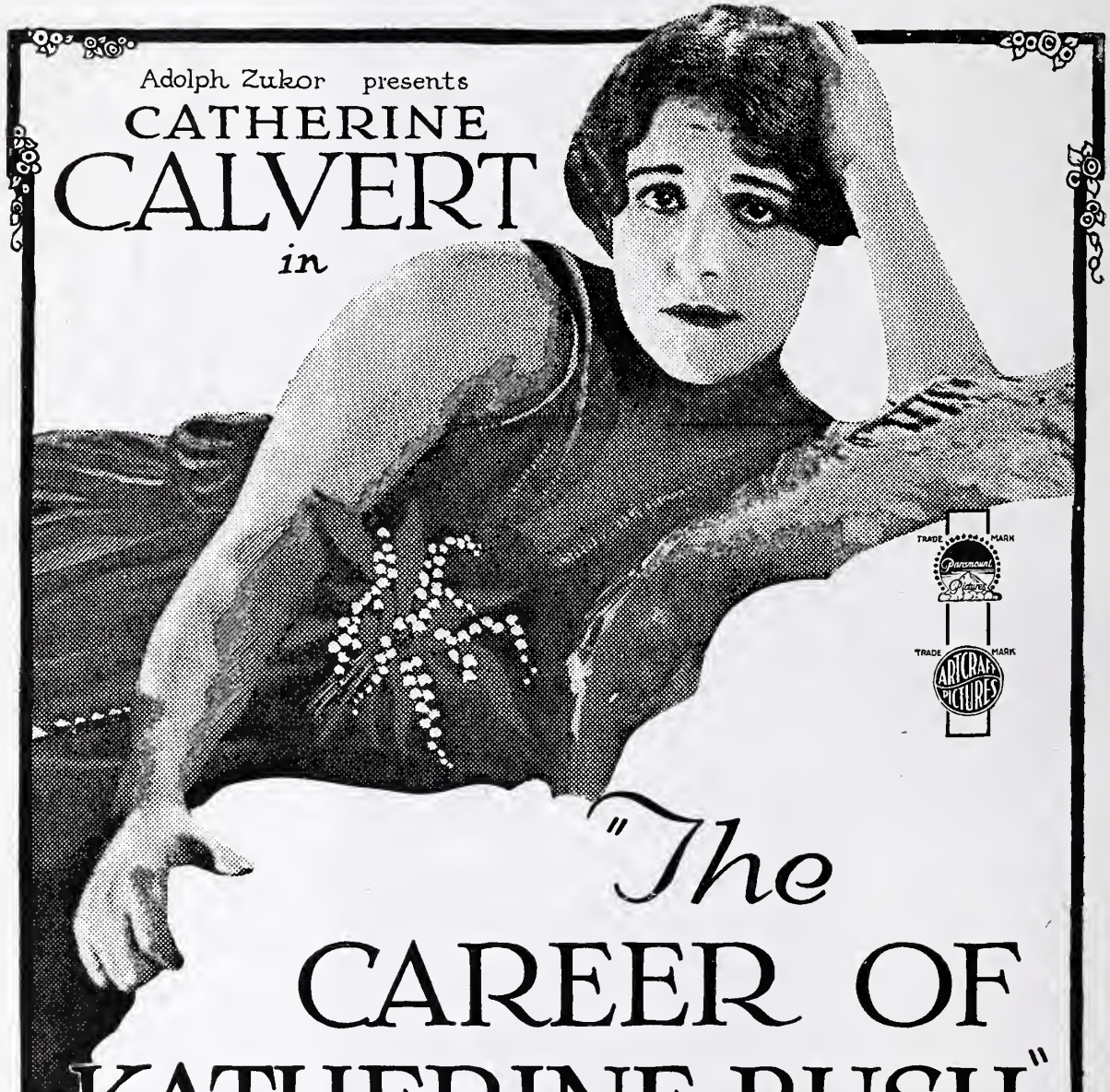
ABOVE is a layout for a four-column advertisement on "The Career of Katherine Bush." On following pages you will find one-column, two-column and three-column advertisements. Mats of these layouts may be obtained free from your Famous Players-Lasky Exchange, and electros at cost.

The two-column layout on the right is for supplementary use, for a running advertisement during your showing of the picture, or for exhibitors who wish to use small two-column space.

More "ads" mean more patrons; bigger "ads", bigger business.

THEATRE NAME

CONTINUOUS--11 A. M. to 11 P. M.--MON., TUES., WED.



"The CAREER OF KATHERINE BUSH"

Paramount - Artcraft Special

SOME day I shall be one of the greatest women in England," she said. And through her power to attract men, this penniless beauty reached the heights. Was her triumph worth the price she paid? See this pulsing romance from the celebrated novel by Elinor Glynn, then judge for yourself.

Scenario by Kathryn Stuart **Directed by Roy W. Neill**

(Mention Other Attractions Here)

Advance Press Stories of "The Career of Katherine Bush"

To be Sent to the Newspapers Prior to and During the Display of the New Photoplay Starring Catherine Calvert

A Paramount-Artcraft Special Picture

"THE CAREER OF KATHERINE BUSH" NOW PICTURIZED

Catherine Calvert Has Stellar Role in Paramount-Artcraft Special Picture

APPEARING in the stellar role of "The Career of Katherine Bush," a splendid Paramount-Artcraft Special picturization of Elinor Glyn's famous novel of the same name, which will be shown at the.....Theatre next....., Catherine Calvert, the beautiful and talented star, has one of the strongest roles of her screen career.

In this picture, which was directed by R. William Neill, Miss Calvert is seen as Katherine Bush, an ambitious young woman who begins her career as a typist and succeeds in wedding the Duke of Mordryn, a member of the British Parliament, after a turbulent courtship. The photoplay fairly bristles with action and the various situation are unusually thrilling and appealing.

Miss Calvert is an actress of exceptional dramatic force and beauty. She has appeared in numerous photoplays and her stage career has been quite successful. Her husband was the late Paul Armstrong, a well known playwright, and she appeared in several of his plays in New York with great success. She is a finished artist and her character portrayals are truthful, sincere and effective.

The continuity of "The Career of Katherine Bush" was written by Kathryn Stuart, a well known scenarist, and her work is said to have been finely performed, the result being a picturization of remarkable attractiveness. The cast assembled by Director Neill is one of the finest ever employed in a photoplay. The principal players include John Goldsworthy, Fred Burton, Craufurd Kent, Mathilda Brundage, Helen Montrose, Ann Dearing and Augusta Anderson.

RISKED LOSS OF HER SWEETHEART'S LOVE BY DARING AVOWAL

Would You Do as Heroine Did in "The Career of Katherine Bush" Picture?

IF you were an ambitious young woman and a Duke were to fall in love with you, would you jeopardize your chances of marrying him, by disclosing to him a secret which might trasform his love for you in hatred? That is what the heroine of The Career of Katherine Bush," the new Paramount-Artcraft Special picture starring Catherine Calvert, which will be displayed at the .....Theatre for....days, beginning..... next, did, and strangely enough her confidence served to increase rather than diminish the desire of her noble sweetheart to make her his bride.

Here was the situation in a nutshell. Katherine Bush began life as a typist in a money lender's office where she met Lord Algy, a young nobleman who paid her marked attentions. She associates with him in order to learn the ways of men, and when he seeks to marry her, she turns him down, because she hadn't as yet carved out her career. She hears the Duke of Mordryn speak in Parliament and instantly falls in love with him.

She contrives to meet the Duke and he believes her to be a society woman instead of the companion to the Dukes hostess which she actually was. She disillusions him, but he loves her all the more. Then she tells him of her escapades with Lord Algy, risking her happiness by doing so. The Duke takes her into his arms with a smile of forgiveness and both are happy.

The picture has been splendidly directed by R. William Neill. The screen adaptation was made by Kathryn Stuart with signal success. The supporting company, headed by such players as John Goldsworthy, Fred Burton and Craufurd Kent, is exceptionally capable.

CELEBRATED NOVEL BY ELINOR GLYN IS ADAPTED TO SCREEN

"The Career of Katherine Bush" Is Catherine Calvert's New Photoplay

MRS. ELINOR GLYN, one of the most celebrated novelists of the world, is the author of "The Career of Katherine Bush," a thrilling story of English life and manners, the sale of which in this country and abroad exceeded eleven hundred thousand copies. The book was picturized by the Famous Players-Lasky Corporation and it will be shown as a Paramount-Artcraft Special picture at the..... Theatre next....., with beautiful Catherine Calvert in the stellar role.

Mrs. Glyn's reputation as a writer rests upon her brilliant descriptive powers, her daring conception of characters and her artistic treatment of any theme her facile imagination conceives. Underlying her fiction is a sub-strata of truth which renders her pen portraits highly realistic, comprehensible and natural. Her dramatic faculty is highly developed, the result being that all of her books have thrills and appeal distinctly their own.

In the story of "The Career of Katherine Bush," Mrs. Glyn paints the portrait of a young woman who carves out her own career successfully, but before she reaches her goal, that of marriage with a celebrated nobleman, she suffers many a bitter pang occasioned by her recollection of imprudences of her early life. She is a woman of high ideals and she risks the loss of the love of the man she yearns for by telling him of her career, but instead of sacrificing her future, he takes her to him forgivingly, and both are rendered happy.

The cast is a large and brilliant one, the principals being Fred Burton, John Goldsworthy, Craufurd Kent, Mathilda Brundage and others.

MISS CALVERT IS AN IDEAL HEROINE

Star Has Most Unusual Role in "The Career of Katherine Bush"

CATHERINE CALVERT, the popular screen star whose exceptional work in "Fires of Faith," the Paramount picture which scored so heavily at the Harris Theatre, New York, is the star in the Paramount-Artcraft Special, an adaption of Elinor Glyn's famous novel "The Career of Katherine Bush," which will be displayed at the .....Theatre next..... She is an ideal heroine in this powerful picture.

"The Career of Katherine Bush" is known to millions of readers, the sale of the novel having exceeded one million one hundred thousand copies. Miss Calvert's adaptability to portray the stellar role, led to her selection for the part. In view of her exceptional physical qualifications to portray the title role of of this subject, plus her great success as a motion-picture artist, it is felt that her selection was most judicious. Miss Calvert has a wide following among the motion picture patrons and she has been nationally exploited to a degree parallelled by few screen favorites.

Powerful Photoplay

CATHERINE CALVERT is the star of the powerful Paramount-Artcraft Special photoplay, "The Career of Katherine Bush," which is doing a turnaway business at the .....Theatre this week. This is an admirable picturization of Elinor Glyn's highly successful novel of which more that a million copies where sold. Miss Calvert's beauty and artistry are conspicuously displayed in this fine picture and supported as she is by many screen artists of reputation, her latest vehicle in an attraction of superior merit.

FINE CAST CHOSEN FOR MISS CALVERT

Star Is Adequately Supported in "The Career of Catherine Bush"

UNDER the direction of R. William Neill, and supported by carefully selected players, Catherine Calvert appears to exceptional advantage in the Paramount-Artcraft Special picture, "The Career of Katherine Bush," which will be shown at the.....Theatre next ..... This is the photoplay adaption of Elinor Glyn's sensational novel of the same name, the scenario having been written by Catherine Stuart.

Seldom, if ever, was such exacting discrimination exercised in the selection of a cast as for this production. In fact, the picture had been under way for nearly ten days and practically all the minor scenes had been filmed before Miss Calvert's leading man was finally selected. This delay, seemingly avoidable according to ordinary motion-picture standards, merely emphasized the policy now followed by the Famous Players-Lasky Corporation in the production of all its pictures, that of casting for type.

The support accorded Miss Calvert in this picture, therefore, is wholly adequate. John Goldsworthy has the leading male role and Fred Burton has a strong part. Others in the cast include such players as Craufurd Kent, Mathilda Brundage, Helen Montrose, Ann Dearing, Claire Whitney and Robert Minot.

Miss Calvert A Hit

MISS CATHERINE CALVERT, a beautiful and accomplished screen player, has scored a great hit as the heroine of the Paramount-Artcraft Special picture, "The Career of Katherine Bush," which is on view at the .....Theatre this week. The photoplay is a dramatic one and is based upon Elinor Glyn's successful novel of the same name, of which more than a million copies were sold since its publication some years ago. The artistry of the star is evidenced in numerous thrilling scenes, while the support, headed by John Goldsworthy, is far above the average.

JOHN GOLDSWORTHY LEADING JUVENILE

Supports Catherine Calvert in "The Career of Catherine Bush"

JOHN GOLDSWORTHY, who plays the leading male supporting role opposite Catherine Calvert in "The Career of Katherine Bush," the new Paramount-Artcraft Special picture which comes to the ..... Theatre next ....., is a graduate of the English stage and one of the best known leading juveniles on the stage or screen. His first stage appearance in this country was under the Shubert management in "Up and Down Broadway". Subsequent appearances were as juvenile lead with Grace Larue in musical comedy, and in the following Broadway successes "The Queen of the Movies," "The Merry Martyr," "Jumping Jupiter," "Rambler Rose," in which he succeeded to the role originally played by Donald Brian, and others. He also played a prominent part in "The Royal Vagabond," at the Cohan & Harris Theatre, New York.

Mr. Goldsworthy's success in pictures has been hardly less conspicuous. Starting in the Frederick Thompson production, "After Dark," he later was for two years with Metro, playing in "The Yellow Streak," "The Debt of Honor," "A Corner in Cotton," and other productions.

Well Directed Picture

ONE of the most capable motion picture directors in the country is R. William Neill, who was behind the megaphone during the filming of "The Career of Katherine Bush," the big Paramount-Artcraft Special picture which is doing splendidly at the ..... Theatre this week. Catherine Calvert, a beautiful actress, is the star. Mr. Neill's excellent direction is manifested in every scene and as a whole "The Career of Katherine Bush" is one of the best photoplays seen here this season.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Catherine, Katherine and Kathryn

WE DON'T know what there is in a name, so we can't inform the estate of W. Shakespeare, of Stratford-on-Avon. But we do know that there are many ways of spelling it as the different ways the Bard signed himself show. Take for instance, Elinor Glyn's famous novel, "The Career of Katherine Bush." That has been put into scenario form by Kathryn Stuart, and Catherine Calvert shown above, is booked to star in this Paramount-Artcraft Special.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "The Career of Katherine Bush"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet ..... 10 cents each
Three Sheets ..... 30 cents each
Six Sheets ..... 60 cents each
Twenty-four Sheets ..... $1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes ..... 12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set..... 60 cents
11x14 sepia, 8 in set, per set..... 60 cents
22x28 sepia, scene or star..... 40 cents
22x28 colored photos of women stars.... 60 cents
22x28 black and white star..... 75 cents
8x10 photo of star, can be used for all other productions of this same star, each.. 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts..... 15 cents each
Three 2-column cuts..... 25 cents each
Two 3-column cuts..... 35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column ..... 25 cents each
Two column ..... 40 cents each
Three column ..... 90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut..... 15 cents each
Two column layout cut..... 25 cents each
Three column layout cut..... 35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen ..... 15 cents each
Also line drawings..... 20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Career of Katherine Bush"

.....1919

Dear Miss Fox:

A great story by a great author--and a great star.

That ought to make a fine picture, oughtn't it? Well, it does.

The story is "The Career of Katherine Bush."

The author is Elinor Glyn.

The star is Catherine Calvert, who has the star part in "Fires of Faith,"

The picture was directed by R. William Neill, who directed Dorothy Dalton in "Vive La France" and "Tyrant Fear."

The film is a Paramount-Artcraft Special.

That's all you need to know except that the picture comes here.....and will remain till.....

Of course you will attend the opening presentation.

Cordially yours,

.....Manager.

POST CARDS ON "The Career of Katherine Bush"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Fox:

Catherine Calvert, famous on the stage and screen as a beautiful and talented star, comes here ..... in the Paramount-Artcraft Special made from Elinor Glyn's famous novel of the same name, "The Career of Katherine Bush." The film will play here for.....

Cordially yours,

..... Manager.

.....1919

Dear Miss Fox:

Catherine Calvert as the heroine of Elinor Glyn's famous novel, "The Career of Katherine Bush" is the offering today. It's a Paramount-Artcraft Special, too! Come early!

Cordially yours,

..... Manager.

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books

Music Cues

(Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

ADVERTISING POSTERS AND SLIDE

One Sheet

Six Sheet

One Sheet

Twenty-four Sheet

Three Sheet

How Will You Advertise
CATHERINE CALVERT
in
"THE CAREER OF CATHERINE BUSH"

BIG!
BUT HOW?
POSTERS

1—Sheets 3—Sheets
6—Sheets 24—Sheets

All-Over Town! Everywhere!
That's the way to turn 'em away
—Every Show.

Slide

Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Centre
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne With Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Hero
The Rough House
His Wedding Night
Oh, Doctor!
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance and Rings
Once a Mason
The Amateur Liar

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 6

Louisiana

Scheduled Release Date: **20 Jul 1919**

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director general
NEW YORK

AD CUTS and MATS

Chats with Exhibitors About Vivian Martin and Her New Paramount Picture, "Louisiana"

VIVIAN Martin, Paramount star, is one of the most charming luminaries of the screen. She has an immense following of film fans and her starring vehicles invariably are box office winners.

Vivian Martin, Star

VIVIAN Martin, recognized as one of the leading motion picture stars, has established as a delightful memory in the minds of motion picture patrons, the sweet, innocent, and quaintly unsophisticated types of innocent girlhood. She is a little mountain girl in "Louisiana"—a girl who has never visited the halls of cosmopolitan society. Such a part as this is certain to be one of Miss Martin's most ideal characterizations.

Frances H. Burnett, Author

FRANCES Hodgson Burnett, one of the most talented novelists, who has written many notable works of fiction is author of "Louisiana." Her subjects are usually juvenile in character. Among her most popular works are "Little Lord Fauntleroy," which was later dramatized, and made a tremendous hit.

Alice Eyton, Scenarist

ALICE Eyton, a staff writer at Morosco studio where "Louisiana" was filmed is responsible for the adaptation and continuity of this famous story. Miss Eyton has written many continuities for pictures all of which proved emphatic successes.

Robert G. Vignola, Director

ROBERT G. Vignola, one of the pioneers of the screen, directed "Louisiana." Mr. Vignola is an Italian by birth, but came to this country when a boy and soon identified himself with stage work as actor and director. He possesses a knowledge of his art that few directors surpass.

TABLE OF CONTENTS

An Unusual Story

LEM ROGERS, father of Louisiana Rogers, sends his daughter away from their mountain home in South Carolina to a Southern resort, so that she may see more of the world, much to the disappointment of Cass Floyd, a young mountaineer who loves the girl. At Oakvale Springs Louisiana meets Olivia Ferol, a woman from New York who had come there to recuperate. The two become attached to each other and Olivia, to play a joke on her brother, Laurence Ferol, who is coming later, persuades Louisiana to change her name to Louise and to wear some of her beautiful gowns. Laurence arrives, and thinking Louisiana is a New Orleans belle, shows her marked attention. Cass, jealous of Louisiana, goes to the resort and sees her with Laurence. He tries to persuade her to return home and put a stop to her nonsense. Later Cass fires at Laurence from ambush, wounding him severely, then flees. Under the tender care of Olivia and Louisiana he recovers, and during his convalesence falls in love with Louisiana. While out riding one day an accident happens to Laurence's car and the trio find refuge in Louisiana's home. She tells her father not to disclose their relationship. Laurence jests about the crude furnishings and Louisiana indignantly tells him this is her home. Laurence apologizes and determines to make amends at a later date. He and Olivia leave. After a while Louisiana realizes that she loves Laurence and longs for his return. Cass intercepts several letters from Laurence to Louisiana. She accuses him and he confesses, but declares threateningly that Laurence shall never see her again. He then leaves the house. The girl and her father follow him and by the narrowest chance prevent him from killing Laurence from ambush as he approaches in his car. Louisiana and Laurence are reconciled and both are happy.

Excellent Support

AN excellent supporting cast was selected for this production. Robert Ellis, a talented leading man, plays the principal supporting role of Laurence Ferol. Noah Beery is the crude old mountaineer, father of Louisiana. Arthur Allardt plays the heavy role; Lillian West is Olivia Ferol, sister of the hero, and Lillian Leighton has the delightfully humorous part of the old negro nurse.

Frank E. Garbutt, Cameraman

FRANK E. GARBUTT, a cameraman distinguished for his excellent photography, is responsible for the excellent "shots" in "Lousiana." His mountain views are unrivaled for beauty and color and they scintillate by reason of his artistry in this production.

VIVIAN MARTIN *in* "Louisiana"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9177, illustrated on page 2 of 'Louisiana' press book." Specify whether you want an lectro or a mat.

Your Exchange has ten stock heads of Vivian Martin (in (electro or mat form) that are suitable for use with any of her pictures.

VIVIAN MARTIN
in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9171, illustrated on page 2 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your print can easily saw off the lettering and substitute type therefor if you want him to.

VIVIAN MARTIN

Dainty Star in the Paramount Picture

"LOUISIANA"

Talks Entertainingly of Her Location Trip to the Mountains Where Many of the Scenes of Her New Starring Vehicle Were Filmed * * * Star Had a Delightful Time and Felt Just Like the Heroine She Portrays in the Picture.

VIVIAN MARTIN, dainty and petite Paramount star, had just returned from a long trip somewhere. I could see that, as several big dusty cars pulled up to the studio filled with film players and properties. In spite of the fact that she seemed a bit tired and travel-worn, I caught her eye as she alighted from the big touring car, and receiving an assuring smile, asked her to tell me something about her trip.

"I am quite tired," she smiled, "but if you'll just come over with me to my dressing room, we can rest as we talk."

We were soon comfortably seated and I asked her from whence she had just returned.

"Oh, I've just come back from the mountains," she said with enthusiasm. "We've been up there for several days getting the exterior scenes for 'Louisiana'."

"'Louisiana,'" I exclaimed. "Do you mean that you are picturizing that delightful novel by Frances Hodgson Burnett?"

"Yes," she rejoined, "that's the one. I just love the story and I really am enjoying myself making it into a picture. I think the part of that little mountain girl who descended into civilization and made worldly friends and fell in love and then quarrelled with her lover and then loved again, is one of the sweetest characters imaginable. And then there is the villain, who gets terribly jealous and shoots at the handsome young man who had won the love of the girl, and almost kills him."

"I see you have the story well in mind," I commented.

"Oh, yes," she replied. "I always learn the story perfectly before starting a picture. I study the part and try to be as much like it as I can so I may get the most out of it. When I was a girl six years old I had my first stage part and I started in right then to try and intelligently learn the whole story of every play in which I had a part; although in those days it was pretty hard for me to grasp some of the big situations.

"But I was going to tell you about my trip. I had a lovely time away up there above everybody and everything. Of course we enjoyed all of the mountain sports. We fished and hunted and killed snakes and all those things. We even went wading in the cool mountain streams.

"I think it makes one feel so good to get up there for a little while. The city and its sing-song hum of industry and its men with their worldly cares and thoughts, men who often have no thought above the daily struggle for existence, are far below and you're up in God's pure air without a care or worry, surrounded by the wonderful and beautiful handiworks of Nature and you feel just like a part of it.

The psychological effect of being up high is remarkable. It just seems to elevate your spirits. I was thrilled with gladness and the joy of living. I felt just like the little girl in the story and it seemed as if I could spend the rest of my life in the mountains and be perfectly contented.

"But of course, you know, I had to come back and keep on making pictures for Paramount and here I am again".

She heaved a little sigh and sympathizing with her weariness left her, feeling better both in mind and in spirit, imbued, as it were, with the joyousness and happiness that quickened her spirit.

"Louisiana" was directed by Robert Vignola and will be shown at the.....theatre next....

The supporting cast headed by Robert Ellis includes such well known players as Noah Beery, Arthur Allardt, Lillian West and Lillian Leighton. Frank E. Garbutt, the cameraman is said to have made many beautiful "shots" of the mountain scenery which is a conspicious feature of the picture.

9170

VIVIAN MARTIN
in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9170, illustrated on page 4 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Vivian Martin (in electro or mat form) that are suitable to use with any of her pictures.

9173

VIVIAN MARTIN
in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9173, illustrated on page 4 of 'Louisiana' press book." Specify whether you want an electro or a mat.

9175

VIVIAN MARTIN in 'Louisiana'
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9175, illustrated on page 4 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

CAST AND STORY OF "LOUISIANA"

For Use of Exhibitors in Their House Organs or for General Publicity Exploitation of New Photoplay

A Paramount Picture

Dainty Vivian Martin Has Delightful Photoplay in "Louisiana" Based on Frances Hodgson Burnett's Novel

Paramount Star Portrays Role of Mountain Girl Who Enters New Environment and After Many Adventures Finds Love and Happiness

LOUISIANA ROGERS, daughter of Lem Rogers, has spent most of her years high up in the mountain home in South Carolina. Her father, determined that she shall not longer spend her life away from civilization as her mother before her had done, decides to send her to a fashionable summer resort, so that she may see something of the world and of her fellow beings.

Cass Floyd, a young mountaineer and suitor for the girl's hand, is much worried over this decision and selfishly argues that her father is making a fatal mistake, but his argument falls upon deaf ears and Rogers resolutely carries out his plan and sends the girl to Oakvale Springs.

There Louisiana meets Olivia Ferol, a woman from New York who has come to the resort to recuperate. Louisiana is impressed with this woman of the world and with her many beautiful gowns and one day she tries on one of Olivia's gowns and Olivia perceives that the girl makes a beautiful picture, thus attired.

Thinking to play a joke on her brother, Laurence Ferol, a playwright, who is to join her later, she urges Louisiana to wear the gowns and deceive Laurence. Louisiana, after some hesitation, acquiesces in the scheme, and changing her name to Louise, awaits Laurence's arrival. Soon afterward he reaches Oakvale Springs and believing Louisiana to be a Southern belle from New Orleans, becomes much interested in her.

Louisiana is happy in this new environment. One day, Cass, unable to restrain his jealousy of Louisiana, goes to Oakvale Springs to investigate. He sees her out walking with Laurence and later demands that she return home. Louisiana refuses, whereupon his jealousy gets the better of him and he leaves her, threatening to put a stop to her nonsense.

A little later she is walking with Laurence in the hotel grounds and Cass, unseen by either, hidden behind some shrubbery, fires at Laurence, wounding him severely, then flees. Louisiana recognizes him, but does not reveal his identity. Under the care of Louisiana and Olivia, Laurence soon recovers. During his convalescence he falls deeply in love with the girl.

Some time later when the trio are out driving in Laurence's car there is an accident which prevents their going further. It happens that Louisiana's mountain home is the nearest shelter and they repair to this. Louisiana tells her father not to disclose their relationship, thinking that if they knew they would make fun of him. He mistakes her attitude, thinking she is ashamed of him.

Laurence not knowing that Louisiana has the remotest connection with this mountain abode, makes jesting remarks about the crude furniture and other furnishings. Louisiana becomes angry and tells Laurence that this is her home and she will not return to Oakvale Springs with them. Laurence and Olivia leave, Laurence having decided to come back later and make amends for his unintentional mistake.

After a lapse of time, Louisiana finds that she misses Laurence. She now realizes that she loves him and is unhappy because he does not return. Cass has been intercepting several letters which have arrived from Laurence, in the hope of renewing his suit with the girl. Louisiana accuses Cass of intercepting them. He confesses to this, then leaves the house after threatening that Laurence shall never see Louisiana.

The girl and her father are alarmed and start out after Cass, Louisiana taking her gun along. They separate, Lem striking through the woods after Cass and Louisiana, skirting the forest. From a hilltop she sees Laurence approaching in his car, and down by the roadside in ambush lies Cass with his gun levelled. Taking quick aim she fires, just a moment before Cass fires, and thus diverts his aim so that his bullet goes through Laurence's hat. Then Rogers rushes up and grapples with the boy, taking the gun away. Laurence looks at the hole in his hat in apparent bewilderment. Louisiana rushes down the hill and into his arms, and after a tender embrace all is well again between them.

"LOUISIANA"

The Cast

Louisiana Rogers	VIVIAN MARTIN
Laurence Ferol	Robert Ellis
Lem Rogers	Noah Beery
Cass Floyd	Arthur Allardt
Olivia Ferol	Lillian West
Aunt Casandry	Lillian Leighton

VIVIAN MARTIN *in* 'Louisiana'

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9178, illustrated on page 6 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Vivian Martin (in electro or mat form) that are suitable to use with any of her pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 176, illustrated on page 6 of 'Louisiana' press book." Specify whether you want an electro or a mat.

VIVIAN MARTIN *in* 'Louisiana'

A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

You'll find ready-to-clip news—all the big stories as they break—in Progress-Advance each week.

Exclusive Stories For Photoplay Editor From ..... Theatre

CLARE BRIGGS, who is producing the Paramount-Briggs Comedies from the stories told in his cartoons, is a warm admirer of the Boy Scouts, and was enrolled an associate member recently by William G. McAdoo, former Secretary of the Treasury. Nevertheless, Briggs denounced the scouts during the production of "Housecleaning," one of the new pictures. Skinny, hero of the comedies, as he is hero of the Briggs' cartoons, appeared in one of the scenes wearing a scout pin. Skinny, in real life, is Johnny Carr, and Johnny is a scout himself. It was not until after the scene had been completed that Briggs discovered the pin on Skinny's coat. Briggs at once gave voice to loud and exceedingly heated remarks. The reason for his indignation was that the period of the Paramount-Briggs Comedies is that between 1885 and 1895—long before Baden-Powell ever thought of founding the Boy Scout movement. The scene had to be retaken—without the Scout pin.

* * *

In "The Daughter of the Wolf," Lila Lee plays the colorful role of the daughter of a rough fur smuggler of the Canadian Northwest. In this Paramount picture Miss Lee is fortunate in having as her leading man Elliott Dexter.

* * *

When a story is taken from one of those published in the Argosy magazine, it is a pretty certain guess that it will be full of adventure and thrill and that it will be, withal, a good, red-blooded tale. William S. Hart found material for his new Artcraft picture in "Square Deal Sanderson," by Chas. Alden Seltzer, an Argosy contributor. Lambert Hillyer put it into film form and Mr. Hart gathered a select lot of players, with Ann Little as his leading woman. Then he started out to make a rattling good photodrama of the Southwest and he has succeeded, according to all reports from the West Coast.

* * *

Robert Brower and Josephine Crowell, two well-known character players, appear in splendid roles in "Rose o' the River," a new Paramount picture starring Lila Lee.

Exclusive Stories For Photoplay Editor From ..... Theatre

MARY PICKFORD scored one of her biggest hits in "Behind the Scenes," which is scheduled by the Famous Players-Lasky Corporation as a Success Series release. This is a story of stage life, said to be most sincere in its depiction of the thrilling successes and the miserable failures which mark some theatrical careers. Against this entrancing element is balanced the overwhelming and triumphant love of a man. The story was written by Margaret Mayo, author of "Baby Mine," "Polly of the Circus" and other highly successful plays.

* * *

Bob Moore, noted war aviator and now assistant to J. N. Naulty at the Famous Players-Lasky studio on 56th street, has been asked to drive a Delage car in the Harkness trophy race. Bert Young, manager of the Harkness estate and of the race, made the request. Mr. Moore declined since his nervous system is still convalescent from the shock of being shot down at ten thousand feet by a German airplane while with the Lafayette Esquadrille last summer.

* * *

A traffic blockade ensued at the Famous Players-Lasky offices at No. 485 Fifth Avenue, New York, following the new Selective Booking plans for the coming season. A total of 1,225 visitors, ranging from millionaire magnates to screen stars, called at the home offices the first day to arrange their affairs under the new system.

* * *

Lambert Hillyer did some remarkable work as director of "Wagon Tracks," Bill Hart's new Artcraft drama. Mr. Hillyer is accounted one of the most skilled directors in the business and has displayed great genius in this production.

* * *

Fred Kley, studio manager at the Lasky studio, Hollywood, Cal., recently enjoyed a vacation visit in New York. This was Mr. Kley's first trip to the East since 1913, when he went to California with Cecil B. DeMille as one of the production pioneers in the Lasky organization.

Exclusive Stories For Photoplay Editor From ..... Theatre

THE Paramount-Post Nature Pictures, photographic masterpieces, based on American and Canadian scenic beauties, will be distributed through the Famous Players-Lasky Corporation during the coming season. Each picture will deal with a separate theme—as woods, river, mountains or moonlight scenes—in a tinted reel of approximately 1000 feet. New photographic inventions, designed to emphasize the innate poetry of these scenes as expressed in the subtitles, will be used. They will be made under the direction of Clyde E. Elliott, W. A. Van Scoy and H. C. Shimeld. The pictures frequently take more than a week for one scene, since moons, clouds and similar phenomena are more temperamental than the most emotional leading lady.

* * *

Maurice Tourneur will produce pictures for the Famous Players-Lasky release during the coming year. The remarkable success of "Sporting Life" and "The White Heather" led to a contract with this famous producer of pictures, according to the Famous Players-Lasky announcement. This massive type of photoplay, it was stated, is particularly suited to the Corporation's new "Selective Booking" plan whereby pictures are produced without time specifications and are sold as an individual work. Mr. Tourneur was born in Paris in 1878, graduated from college at 18 and since then has been an interior decorator, an artillery officer, an actor and finally a motion picture producer. "The Blue Bird" and "The Whip" were among his most noted productions.

* * *

All who saw "Secret Service," a recent Paramount-Artcraft Special, starring Robert Warwick, will remember the old southern negro mammy which was so cleverly portrayed by Lillian Leighton. In a new Paramount picture starring Vivian Martin, entitled, "Louisiana," Lillian Leighton has a similar role, that of an old negro nurse, "Aunt Cassandry." Her part in this picture is said to provide much of the humor, if not hearty comedy.

VIVIAN MARTIN
in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9172, illustrated on page 8 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Vivian Martin (in electro or mat form) that are suitable to use with any of her pictures.

VIVIAN MARTIN
in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9179, illustrated on page 8 of 'Louisiana' press book." Specify whether you want an electro or a mat.

VIVIAN MARTIN in "Louisiana"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9174, illustrated on page 8 of 'Louisiana' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

LITTLE country bumpkin that she was, she understood the evil that can lie in a jealous lover's heart—and how to frustrate his plans! Just you watch her!

Theatre Name

By Frances Hodgson Burnett, Scenario by Alice Eyton—Directed by Robert G. Vignola

"LOUISIANA" is different. The "city feller" turns out good in this story, while the country boy is the villian. You'll enjoy seeing the tables turned. Come!

Theatre Name

TWO inches of space across two columns makes an ad that, with the right illustration, is both economically small and large enough to be efficient. The right illustration is here. You'll never get so much value out of two-inch space as you will by using this miniature ad-cut.

JESSE L. LASKY
presents

VIVIAN MARTIN

A Paramount Picture

IT all started in that ultra-modern hotel lobby. That's where she met the "city feller."

No, he's not the villain who sought to bring about her downfall. Quite another person that. *He* was the fellow who usually has a spotless reputation in the "movies."

Things are delightfully mixed up in "Louisiana" So much so that it keeps you guessing and thrilling right up to the last minute.

Theatre Name

By Frances Hodgson Burnett
Scenario by Alice Eyton
Directed by Robert G. Vignola

in "LOUISIANA"

ADVANCE PRESS STORIES OF "LOUISIANA"

To be Sent to the Newspapers Immediately Prior to and During the Display of Vivian Martin's Latest Photoplay

A PARAMOUNT PICTURE

VIVIAN MARTIN IS IN MRS. BURNETT'S FINE STORY "LOUISIANA"

Famous Novel Picturized by Paramount Affords Star Excellent Role

ANOTHER story by Frances Hodgson Burnett, the famous author whose greatest achievements are novels written around juvenile characters, has been adapted and produced by Paramount with Vivian Martin as the star. It is "Louisiana". And in the picture which will be shown at the..... theatre next....., Miss Martin is presented in an ideal characterization, that of a sweet girl who had spent her childhood days high up in the mountains of South Carolina and whose father, desiring that she should see something of the world, sends her to a Southern resort.

There she meets Laurence Ferol and the romance begins. The heavy role is played by a young lover who has known the little girl from childhood and who is insanely jealous of her. He follows her to the city and seeing her in the company of Ferol, shoots to kill. The man, however, recovers, under the girl's tender care.

One day out riding, their automobile breaks down and he and his sister seek shelter in the home of the girl. The lover innocently criticizes the crude home, which criticism the girl resents. This results in their separation. After many vicissitudes, one of which is another attempt on the part of the young mountaineer to murder his rival, the lovers are reunited.

Robert Vignola directed the picture and Frank E. Garbutt was cameraman. The adaptation was by Alice Eyton. Among the cast are Robert Ellis, Noah Beery, Arthur Allardt and others.

VIVIAN MARTIN HAS MOST CAPTIVATING ROLE IN "LOUISIANA"

Dainty Star Seen to Advantage in Mrs. F. H. Burnett's Famous Story

FEW of her pictures have afforded Vivian Martin, the dainty and universally popular little Paramount star, with such an opportunity for dramatic depth and genuine acting as "Louisiana", her latest Paramount picture, which is to be shown at the.....theatre next.....

The photoplay is a picturization of Frances Hodgson Burnett's novel of the same name. This is considered one of that author's best novels and one which had a wide sale.

"Louisiana", does not concern the locale of the story, but is the name of the heroine around whom the plot revolves. The story starts in the mountains of South Carolina where Louisiana Rogers, who is just reaching maturity lives with her father, Lem Rogers, a crude mountaineer. His decision to send her to Oakvale Springs, a popular resort, that she may see more of the world, is strenuously objected to by Cass Floyd, a young suitor who lives nearby in the mountains. Nevertheless, Louisiana goes and in the world of men and money, she meets Laurence Ferol, a young playwright, and a love romance between the two is soon budding.

Insanely jealous, Cass goes to the Springs to keep an eye on Louisiana and angrily sees the turn of events. In a fit of rage he shoots at and seriously wounds Laurence. This results in many complications which make the story one of the most romantic in which the star has yet appeared.

Robert Vignola directed and Frank E. Garbutt was cameraman. Supporting the star are Robert Ellis, Noah Beery, Arthur Allardt, Lillian West, Lillian Leighton and other well-known players.

VIVIAN MARTIN'S NEW PICTURE "LOUISIANA" WILL DELIGHT FANS

Photoplay Based on Mrs. Frances Hodgson Burnett's Novel Strong Vehicle

WHEREVER one finds an enthusiastic film patron, one generally finds also a lover of literature. Therefore, it will be a pleasant surprise to many to learn that Vivian Martin's new Paramount starring vehicle, "Louisiana" will be presented at the.....theatre next..... inasmuch as this picture is an adaptation of the popular novel of the same name, written by Frances Hodgson Burnett, and which probably has been read by many local patrons of manager .....'s playhouse.

To those who are unfamiliar with this delightful story, it may be said that it concerns the adventures of a little girl who lived on a mountain top and whose father, desiring that she should see something of the world instead of living the secluded life as her mother before her had done, sends her to a popular summer resort in the South. Here she meets the man whom fate had intended as her mate and a most delightful romance develops. The villain, a jealous mountain boy who follows her to the city and attempts to kill her lover, furnishes the tense dramatic element.

The story has a delightful finish wherein the lovers after many vicissitudes are finally reunited. The picture was produced under direction of Robert Vignola and the continuity was prepared by Alice Eyton while Frank E. Garbutt was cameraman.

Included in the supporting cast are such screen players as Robert Ellis, Noah Beery, Arthur Allardt, Lillian West and Lillian Leighton. Philip Carlberk assisted director Vignola in making the picture.

DOES JEALOSY PAY? ASK VIVIAN MARTIN

Star Answers Negatively in Picture, "Louisiana"

DOES jealousy pay? Does unrequited love justify murder? Both questions are adequately answered in Vivian Martin's new Paramount picture "Louisiana", which will be shown at the ..... theatre next.....

In this story, there is a young mountaineer in whom jealously provokes an insane desire to slay. Therefore, when he sees the girl he loves in the company of another man, his first impulse is to take a shot at him, and this he does. This character played by Arthur Allardt, furnishes much of the dramatic element in this photoplay.

The picture was directed by Robert Vignola and Alice Eyton prepared the scenario. The principals in the supporting cast are Noah Beery, Robert Ellis, Lillian West and Lillian Leighton.

Noah Berry in New Film

NOAH Beery, one of the most talented character men on the screen, plays the part of the crude old mountaineer in "Louisiana", a Vivian Martin's new Paramount starring vehicle founded on the novel by Frances Hodgson Burnett, which comes to the .....theatre next..... The photoplay is said to be one of the best in which Miss Martin ever has appeared.

Ellis in "Louisiana"

ROBERT Ellis, one of the best known leading men of the screen plays the role of Laurence Ferol in "Louisiana," a new Paramount picture starring Vivian Martin, which is on view at the .....theatre this week. The picture was heartily received.

DO YOU LIKE COMEDY AND DRAMA IN FILMS?

If So, See Vivian Martin's New Picture, "Louisiana"

THOSE who like delightful comedy, tense drama and gripping tragedy will have an opportunity to see all these elements in "Louisiana," the new Paramount picture starring Vivian Martin, which will be shown at the ..... Theatre next .....

Much of the comedy is provided by an old negro mammy nurse, the tragedy by a jealous, hot-blooded young mountaineer, and the drama and romance by the hero and heroine, while Miss Martin, the star, with her usual versatility, adds to the production a goodly measure of each element.

Alice Eyton adapted the story from the novel "Louisiana," by Frances Hodgson Burnett, and it was directed by Robert G. Vignola. Robert Ellis plays the leading role in support of the star.

Beautiful Photography

MANY of the scenes for "Louisiana," a new Paramount starring vehicle for Vivian Martin, which will be shown at the ..... Theatre next ....., being exteriors, beautiful photography was obtainable. Much of the story is laid in the mountains of South Carolina and the company went to the mountains near Los Angeles and found just the location to fit the story.

The mountain scenery of Southern California is unrivaled for beauty and color, and the film reproductions are said to be a marvel of photographic excellence. Frank E. Garbutt was the cameraman who is responsible for the remarkable photography in this production.

Philip Carlberk assisted Robert Vignola in the direction of the picture. An excellent supporting cast, headed by Robert Ellis, has been provided.

VIVIAN MARTIN HAS ENJOYABLE OUTING

Delighted With Work of Filming Picture "Louisiana"

VIVIAN MARTIN and her company of players, under the direction of Robert G. Vignola, spent several enjoyable days on location in the mountains near Los Angeles filming scenes for her Paramount picture, "Louisiana," which will be displayed at the ..... Theatre for ..... days, beginning next .....

"When you get away up on top of some mountain," said Miss Martin, discussing their trip, "it seems as if every care leaves you. I felt as joyous and free as the wild animals which roam the mountain tops, and when I came back I felt almost like a new person."

This buoyant spirit which so impressed the star is said to be reflected in every scene in the picture. The story, which was written by Frances Hodgson Burnett, deals with a young, untutored mountain girl who goes to a fashionable resort and, after passing through numerous adventures, finds love and happiness.

Comedy and tragedy are happily blended in this photoplay. Robert G. Vignola was the director. The supporting cast, headed by Robert Ellis, includes such well known players as Noah Beery, Arthur Allardt, Lillian West, Lillian Leighton and others.

Mrs. Burnett Famous Author

FRANCES HODGSON BURNETT, the noted author of "Louisiana," upon which the new Paramount picture of the same title, starring Vivian Martin — which comes to the ..... Theatre next ....., is based—has written many notable novels. Most important among them are "Little Lord Fauntleroy," which was later dramatized, and "The Fair Barbarian," which was picturized for and starred in by Miss Martin.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newsp apers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchai ge and send it to the photoplay editors of your newspapers.

In What State Is Louisiana?

HAVE you noticed that state names are being used by parents for the Christian names of their offspring? Virginia, of course, is a well-known example, though it seems to us that the state was originally named after some fair lady or other. The telephone directory discloses the fact that there is a Mary Land, too. Washington is the exclusive property of the male sex. And now comes Vivian Martin who plays the title role in "Louisiana," a Paramount picture. Louisiana lives, incidentally, in South Carolina. Geographies please copy. The name of the colored lady is not **stated.**

This will provide excellent adva nce publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "LOUISIANIA"

A Paramount Picture

FILM TRAILERS .....$3.00 each

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set .....60 cents
11x14 Sepia, 8 in set .....per set 60 cents
22x28 Sepia, scene or star .....40 cents
22x28 colored photos of women stars ...60 cents
22x28 Black & White star .....75 cents
8x10 photo. of star, can be used for..... all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts .....15.cents each
Three 2-column cuts .....25 cents each
Two 3-column cuts .....35 cents each

MATS:

Mats of the above cuts are- FREE. News papers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One-Column .....25 cents each
Two-column .....40 cents each
Three-column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut .....15 cents each
Two-column layout cut .....25 cents each
Three-column layout cut .....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen ....15 cents each
Also line drawings .....20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "LOUISIANA"

.....1919

Dear Miss Grant:

Vivian Martin is the star in the latest Paramount picture, which comes here ..... for a run of .....

The name of it is "Louisiana," and it's founded on the book of that name by Frances Burnett.

Vivian Martin, as we don't have to point out to you, is one of the most charming figures on the screen.

And Frances Hodgson Burnett, as "Little Lord Fauntleroy" proved to you, can write the most appealing of stories.

And that, it strikes us, is rather a fine combination!

We hope it strikes you that way, too.

Sincerely yours,

.....
Manager.

POST CARDS ON "LOUISIANA"

Exhibitors will be wise to mail at least one of these Cards to their patrons

.....1919

Dear Miss Grant:

"Louisiana" is the name of Frances Hodgson Burnett's famous book. It's also the name of Vivian Martin's latest Paramount picture, which plays here from ..... to ..... The picture, of course, is based on the book.

Sincerely yours,

.....
Manager.

.....1919

Dear Miss Grant:

"Louisiana" Vivian Martin's newest Paramount Picture, based on Frances Hodgson Burnett's famous novel, opens here today for a run of .....

We think it's her best work.

Sincerely yours,

.....
Manager.

If Letter will not serve, use one of the Post Cards. *IT WILL PAY!*

To Famous Players Lasky Corp., (Address Branch Office)_____Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Order No._____

Play Date	Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

ADVERTISING POSTERS
FOR
"LOUISIANA"

One sheet

Six Sheet

One Sheet

How will you advertise

Vivian Martin

in

"Louisiana"

BIG!!!

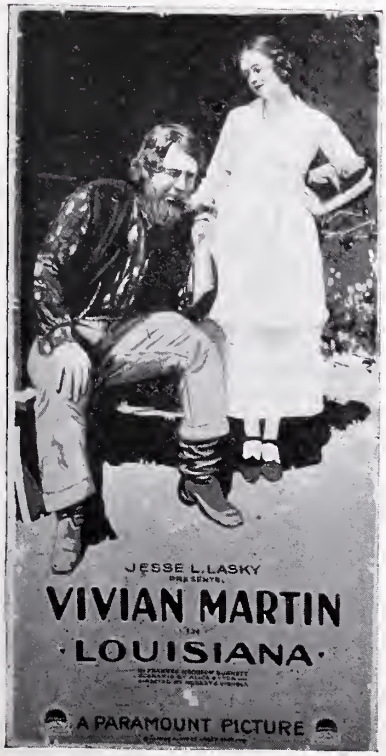
But *how???*

POSTERS!!!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!

That's the way to turn
'em away—every show



Three Sheet

Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne, With Variations.
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
The Cook
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
Once a Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence B'Gosh
Beresford of the Baboons
Perfectly Fiendish Flannagan, or The Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 7

Wagon Tracks

Scheduled Release Date: **20 Jul 1919**

How To "Put Across"

WILLIAM S. HART

in

"WAGON TRACKS"

An ARTCRAFT Picture

Advertising
Cuts and Mats

Advance
Publicity Stories

Current
Publicity Stories

Reviews
of Picture

Material
For Programs

Newspaper
Scene Cuts

Lithographs
Promotional Ideas

Newspaper
"Star" Cuts

Stills, Slides,
Gelatins, Etc.

Noteworthy Features

A Corking Good Advance Publicity Story

A 3-Column Ad-Cut That Will Get More Than Ordinary Attention

A 3-Sheet Poster That Will Stop The Crowd

Notes for Your Program

A 1-Column Scene Cut That Any Editor Will Print

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast—and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

Charles Kenmore Ulrich, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Valuable Data for Exhibitors Regarding William S. Hart and His Latest Artcraft Picture, "Wagon Tracks"

WILLIAM S. HART is the foremost delineator of western characters identified with motion pictures. A powerful actor, genial and in every sense of the word a man's man, he is deservedly popular and all of his western pictures are attractions which exhibitors invariably welcome as the finest of their class.

William S. Hart, Star

IN the portrayal of western roles—especially those of the romantic period of the winning of the great west from savagery—Mr. Hart has no superior. Reared on the plains, a close observer of the romantic characters now passing into history, and remarkably gifted histrionically, Mr. Hart is amply qualified to visualize the various western personages he knows so well how to portray. Each of his characterizations is clear cut as a cameo and collectively, his screen portraits may be accepted as the finest artistic achievements of the silent drama.

C. Gardner Sullivan, Author

C. GARDNER SULLIVAN, one of the most talented and prolific photoplaywrights in the country, is author of "Wagon Tracks." He also wrote the scenario, which guarantees the excellence of the picture.

Lambert Hillyer, Director

LAMBERT HILLYER, who directed Mr. Hart in this production, is a director whose work is as polished as a French mirror. It is Mr. Hillyer's practice to be careful of details and he has been exceptionally cautious to make "Wagon Tracks," a western picture of the gold rush days of 1849-50, historically correct.

TABLE OF CONTENTS

A Dramatic Story

BUCKSKIN HAMILTON, a desert guide on the old Santa Fe trail in the gold rush days, rides to Westport Landing to meet the steamer from St. Louis on which his younger brother, who has graduated as a physician through Buckskin's sacrifices is a passenger. When the steamer arrives, he is informed that his brother was killed by Jane Washburn, a beautiful girl who is travelling with her brother Donald, a gambler, she doing the shooting in the belief that young Hamilton was about to kill her brother. The truth is that the boy was shot in a gambling quarrel by Washburn, the girl appearing just as her brother has drawn his revolver, which Hamilton seizes. Believing he intends to shoot her brother, Jane grapples with him and in the struggle the weapon is discharged by Washburn who easily convinces his horrified sister that she killed the youth. Buckskin cannot believe the story told by Jane and later, when the emigrant train is crossing the desert, Jane makes certain admissions which convince Buckskin that either Washburn or Merton, his henchman, are guilty. Buckskin makes both his prisoners, and marches them off into the desert vowing that the murderer must confess his guilt or both would die. Merton gives in and accuses Washburn of the crime. Buckskin is marching them back to just retribution when he learns that the wagon train has been halted by Indians because one of the braves was killed by an emigrant. The Indians demand a life for a life, and the emigrants are given until the dawn to choose the sacrifice. Buckskin decides that Washburn shall be the victim, but Jane makes tearful protest whereupon Buckskin agrees to permit Washburn to commit suicide while he himself gives up his life for the others. Washburn accepts a pistol and firing a shot in the air runs away directly into the arms of the Indians who had changed their camp preparatory to attacking the train. Buckskin finds the deserted Indian camp and turning, witnesses the slaying of Washburn who has been accepted as the sacrifice. Jane loves Buckskin, but the shadow of the slain brother stands between them and he rides away moodily, admitting to Jane that he may come back to her some day.

Brilliant Support.

SUPPORTING Mr. Hart in "Wagon Tracks" is a splendid cast of players. Pretty and talented Jane Novak is the leading woman. In addition there are Robert McKim, Lloyd Bacon, Leo Pierson, Bert Sprotte and Charles Arling.

933

933

WILLIAM S. HART
in "Wagon Tracks"
An ARTCRAFT Picture

931

931

WILLIAM S. HART
in "Wagon Tracks"
An ARTCRAFT Picture

930

930

WILLIAM S. HART
in "Wagon Tracks"
An ARTCRAFT Picture

Your Exchange has ten stock heads of William S. Hart (in electro or mat form) that are suitable for use with any of his pictures.

If you want to use any of the illustrations on this page in your publicity or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) (illustrated on page 2 of the 'Wagon Tracks' press book."

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

ART OF WILLIAM S. HART

By CHARLES DULLIN

Writing in *The New France,* The French Critic Discusses Difference Between the Stage and Motion Pictures and Tells Why the Names of Screen Stars Like Mr. Hart Will Certainly Live.

THE MOTION Picture, is, in America, what formerly the Comedy of Art was in France. The popularity of W. S. Hart reminds me of the harlequins and celebrated mimics of the "Boulevard du Crime." In these two types of art, as different as they are, the actor is everything. The success of a film depends above all on the value of the player, who is no longer only an interpreter, but a creator.

Certainly the Motion Picture has not given all that it can give —all that it will give. It still uses constantly the old principles of the theatre, and of a poor theatre. It is only by breaking entirely away from the theatre, and trusting to its own resources, that the Motion Pictures will attain real perfection.

The screen player has this superiority over the actor on the stage, that, in the first place, he is not troubled by a text to learn, and in the second, he is able to see himself at work, to criticize and correct himself. On the screen, far from being blinded by vanity, the actor is obliged to recognize his faults, and if he loves his art, he will do his utmost to correct them.

Whereas the actor on the speaking stage wears himself out for negative results, and the most celebrated leaves but a name soon forgotten, the screen player of the future will leave after him a recorded work. Without doubt, we would be delighted if suddenly, having talked so much of them, we could attend a pantomine of Debureau, or Ricobini.

These reasons, and many others, despite our attachment to the real theatre, cause the cinema to interest us. And it will interest us even more, when it shall raise itself above the platitudes and vulgarities which one unfortunately finds too often in the innumerable films turned out every day throughout the world. This is one more proof that it is not scenic effects and old stage tricks which can elevate the motion picture, but rather the personality of the actor who invents the details and creates the character on the screen. That is why the names of Chaplin, Fairbanks, Hart and Mary Pickford will certainly live.

Like the ancient mimers, the parts William S. Hart represents, are always the same. The foundation of his characters is uprighteousness, kindness and generosity. Most of the time he is the adventurous cowboy, the"beau-cavalier," who comes to you with kindly manner, frank look and open hands. He has the tenderness and simplicity of the hero who is always surprised at the evil intentions of men. He does not hate his enemy because of the harm he has done to him, which lies and treason inspire him. These generous traits are found in almost all of his roles. He never uses the artifice of theatrical "make up" to create his various roles, but searches within himself for the psychological traits which differentiate his characters, and depicts in "The Ayran" and "The Tiger Man" two opposite types. Lack of words might lead him to an exaggeration of mimicry and gesture; but few actors of the spoken drama are as natural and unaffected as he. Whether Hart is a calculator of effects, or a born actor matters little; I consider only the results obtained—the image which the screen presents to me.

I am persuaded that there is a great deal of craftsmanship in all he does, but since it is well done, one is seldom aware of it. He has the calm and sang froid of a great actor, who even in the transport of passion keeps an eye on himself.

On this mask of an honest man which he has adopted, emotion appears at the desired time,, although it has the effect of springing spontaneously from circumstances. He is never on his guard against the blow he will receive, and plays as though absolutely ignorant of what will happen to him. He knows how to contain himself, and to burst forth at the right moment, and this outburst is superb, because it is profoundly human.

The art of William S. Hart has the flavor of the unaffected artistry of our inimitable Jadelet, and it is refreshing to see an actor on the screen return to the tradition of ancient comedy.

"WILLIAM S. HART in "Wagon Tracks"
An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 938, illustrated on page 4 of 'Wagon Tracks' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "WAGON TRACKS"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of William S. Hart's New Artcraft Photoplay

An Artcraft Picture

William S. Hart a Desert Guide With a Mission of Revenge in His Latest Artcraft Picture, "Wagon Tracks"

Graphic Story of the Days of the Gold Rush and Emigrant Trains Provides Star With Unusually Dramatic and Appealing Photoplay

BUCKSKIN HAMILTON, son of the new Empire, a desert guide, is waiting to meet at Westport Landing, his brother who has graduated as a doctor through Buckskin's sacrifices. Billy is to arrive on the St. Louis boat. On the vessel he meets Jane Washburn who is traveling to the landing with her brother, a gambler, and his henchman, Merton.

Billy gets into a game and finds Washburn is cheating He accuses the gambler and there is a struggle over the possession of the gun that Washburn has pulled. Merton is of no help and Billy is getting the best of it when Jane enters and grapples with the youth thinking he is trying to kill her brother. Washburn seizes the revolver and shoots Billy dead. She is crazed, thinking she shot him. The gambler presses this on her mind and when she comes out of a swoon, tells her she must say she did it in defending herself from Billy Hamilton.

Buckskin comes aboard looking for his loved brother and his grief at the denouement is pathetic. The girl accuses herself, but he will not believe that the youth attacked her and thinks there is a mistake somewhere.

From Council Grove, Kansas, the wagon trains are preparing to start for Sante Fe via the old trail. This is in 1850. The Washburns and Merton are in the train which Buckskin is to captain. On the desert two of the water wagons tumble over a precipice and they are in a serious predicament. Finally Jane confesses that Billy had not annoyed her and Buckskin is finally certain that she did not do the shooting—that her brother or Merton is guilty. He captures the two men at dead of night and lashing them together marches them without water across the desert. He tells them that when they have suffered enough the innocent one will speak.

Meanwhile the train is going on in search of a water hole. A band of Indians inclined to be friendly halts the caravan. But in a moment of madness over a fancied slight to his wife one of the tenderfeet shoots a brave. The upshot of this is that the chief demands a life for a life. He gives the travelers till dawn to decide or be wiped out.

Buckskin finally has wrung a confession from Merton that Washburn killed Billy. He is marching them back to just retribution, but when he reaches the wagon train and learns the situation with the Indians, he decides Washburn must be the sacrifice. But Jane pleads and Buckskin decides to let her brother kill himself and gives him a pistol. Buckskin figures to sacrifice his own life to the Indians.

Washburn fires a shot in the air at night and runs away. Buckskin starts walking toward the Indian camp. But the redskins have moved during the night and Washburn walks into their arms. They believe he is the sacrifice and accept him as such. Buckskin finds the deserted camp and then sees the actual happening.

Jane has learned to love Buckskin, but between them is always the shadow of the slain brother.

"Maybe you'll come back some day," she says wistfully as he rides away.

"Mebbe," he says sadly and vanishes into the spreading dawn.

"WAGON TRACKS'

The Cast

Buckskin Hamilton, A Desert Guide...WILLIAM S. HART
Jane Washburn.....Jane Novak
Donald Washburn, A Gambler Robert McKim
Guy Merton, His Henchman Lloyd Bacon
Billy Hamilton, Buckskin's Brother.....Leo Pierson
Brick Muldoon.....Bert Sprotte
The Captain.....Charles Arling

WILLIAM S. HART in "Wagon Tracks"
An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 934, illustrated on page 6 of the 'Wagon racks' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of William S. Hart, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 935, illustrated on page 6 of the 'Wagon Tracks' press book." Specify whether you want an electro or mat.

WILLIAM S. HART in "Wagon Tracks"
An ARTCRAFT Picture

Your printer can easily saw off the lettering and substitute type therefore if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your ocal newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it have, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

WALLACE REID is afforded excellent support in his latest Paramount picture, "You're Fired," which was adapted from O. Henry's story, "The Halberdier." Playing the leading feminine role opposite Mr. Reid is Wanda Hawley, acknowledged to be one of the most beautiful leading women in pictures. Miss Hawley has played leading parts opposite some of the biggest stars in the profession. Her most notable recent work was in the role of Betty Hoyt, in Cecil B. DeMille's Artcraft production, "For Better, For Worse."

* * *

What promises to be one of the most thoroughly delightful and wholesome pictures in which Vivian Martin has yet appeared is "An Innocent Adventuress," written by Clara Kennedy and directed by Robert Vignola.

* * *

"The Love Burglar," Wallace Reid's new Paramount picture, is an adaptation of the play by Jack Lait, entitled, "One of Us." The original play had its premiere in Los Angeles at the Morosco Theatre and scored a decisive hit.

* * *

Togo, a dog with astonishing intelligence, makes his Paramount debut, in "An Innocent Adventuress," starring Vivian Martin. He has an important part to play, and does his stunts without a hitch. Far from the screen going to the dogs, it looks as if the bow-wows were coming to the screen.

* * *

"A Very Good Young Man," Bryant Washburn's latest offering to Paramount patrons, was originally a three-act stage play and was written by Martin Brown. The play was very successful on the spoken stage and is expected to "keep up the good work" as a picture.

* * *

Ann Little, famed for her delineation of the character of Naturich in Cecil B. DeMille's Artcraft production of "The Squaw Man" and as leading woman for Wallace Reid, Bryant Washburn and other Paramount stars, appears opposite William S. Hart in the latter's recent Artcraft picture, "Square Deal Sanderson."

Exclusive Stories For Photoplay Editor From ..... Theatre

WHEN Jesse L. Lasky returned to Hollywood from New York he found a suite of three handsome new offices awaiting his occupancy at the Famous Players-Lasky studio. The First Vice President's desk and office furnishings have been removed to a spacious new apartment, panelled throughout, with art glass windows and skylight. Next to this is a waiting room and desk for his secretary, while adjoining is the office of Milton E. Hoffman, Studio General Manager, which also is handsomely finished in dark wood.

* * *

Lambert Hillyer, who directed William S. Hart in "Wagon Tracks" is said to have given photoplay-goers something out of the ordinary in every respect. With a fine story and a wonderful star and cast, he was of course supplied with ideal material, but the direction was no small part of the task of production and Mr. Hillyer rose to every occasion with the greatest ease. His work in this photoplay is excellent and makes this drama quite compelling. Much credit is due Mr. Hillyer for his direction of this Artcraft picture.

* * *

Suffering from a nervous breakdown and under the constant care of a special nurse in a diet sanitarium, Elliot Dexter, Famous Players-Lasky screen star, recently was reported to be considerably improved. While he was a stage and film actor for years, Mr. Dexter has been best known lately for his performance, in "Don't Change Your Husband," "Old Wives for New," "For Better, for Worse," Cecil B. DeMille Artcraft productions.

The announcment was made recently that Mr. Dexter had been created a star in his own right, and then followed the information that he had been taken seriously ill. It is denied that his illness will force his retirement from the screen for many months.

* * *

Pretty Jane Novak is leading woman for Wm. S. Hart in "Wagon Tracks," his latest from Artcraft. Miss Novak has been seen in several Hart pictures in the past and is just the type for the role assigned to her

Exclusive Stories For Photoplay Editor From ..... Theatre

DOROTHY DALTON plays a rather unique and extraordinary role in her new Paramount picture, "Other Men's Wives," which was produced under the guidance of Thomas H. Ince from a story by C. Gardner Sullivan. In this picture Miss Dalton portrays the life of a beautiful girl who was left an orphan among social parasites with no funds and not even a knowledge of any profession by which she might support herself. Her only assets are her beauty and her gorgeous gowns and for the latter she is constantly hounded by fashionable modistes and dressmakers to whom she is indebted.

* * *

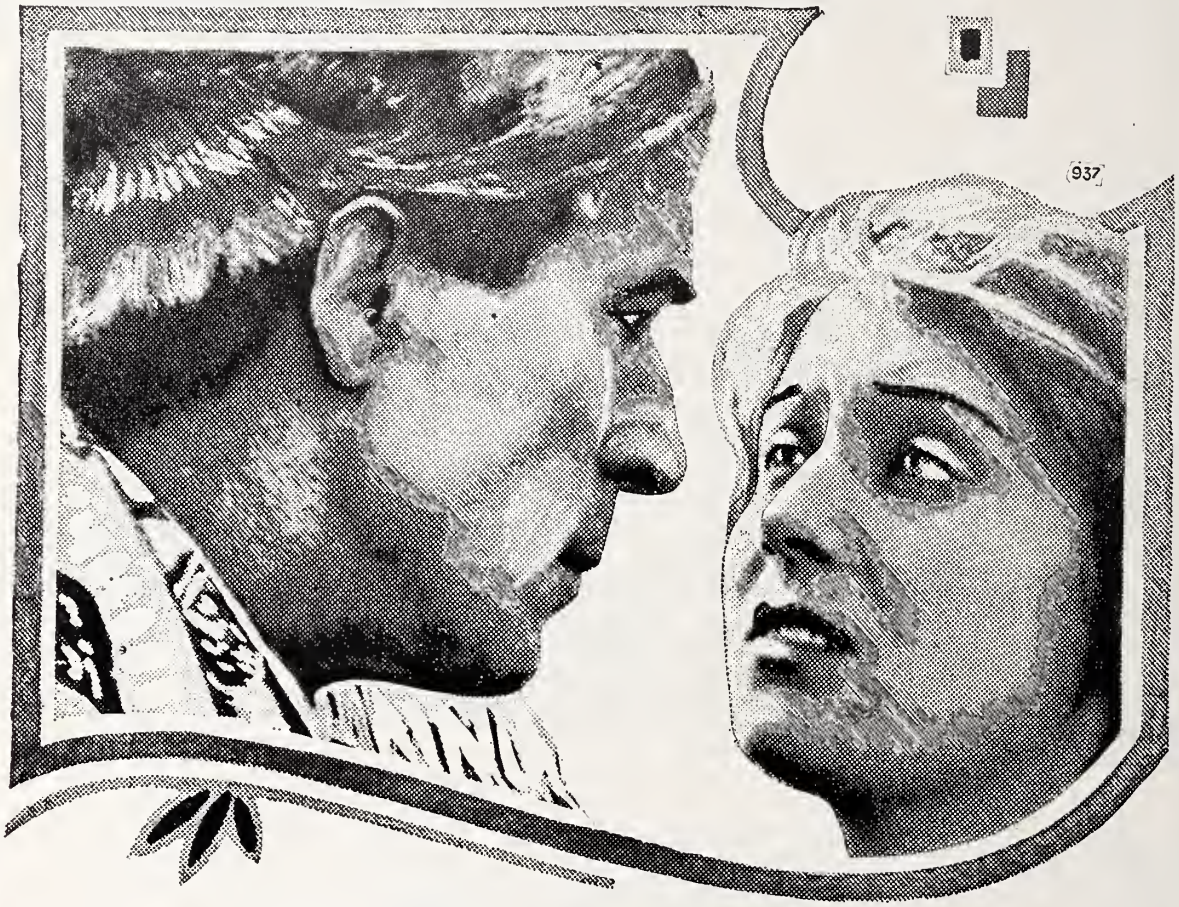
Doris Lee, who as Doris May, according to a recent announcement, is henceforth to be co-starred with Douglas Maclean in Thomas H. Ince productions for Paramount, appears in support of Charles Ray, the noted star in his new Paramount picture, "Hay Foot, Straw Foot."

* * *

William S. Hart, Artcraft star and delineator of Western types after years of study of Indian life, has been made a member of the Tipi Order of America. This Order was founded by Indians on the principles of patriotism, belief in the Great Spirit, and promotion of the interests of the American Indian. Mr. Hart received notice of his election to this famous Indian society from Chief Red Fox Skiuhaehu (Blackfoot), Tappenish, Wash., in a letter ending, "Sincerely yours in the Mystery of the Universe."

* * *

To Cecil B. DeMille goes the honor of being the first civilian aerial forest fire observer. Under the recent system worked out by the Forest Service, aerial observers will patrol the mountain regions of the State of California, to report all forest fires. Army aviators from March Field and the Balloon School at Arcadia care for the districts in their vicinity and Mr. DeMille has been assigned the mountains from Hollywood to Santa Monica, the Verduge Mountains and the northern and eastern ranges of the San Fernando Valley.

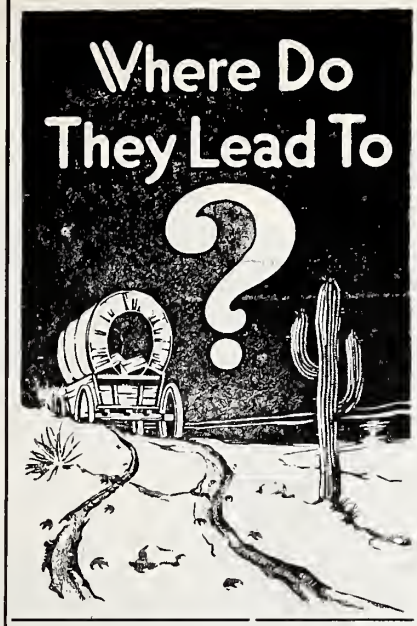


WILLIAM S. HART in "Wagon Tracks"
An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want Production Cut No. 937, illustrated on page 8 of the "'Wagon Tracks' press book." Specify whether you want an electro or a mat.

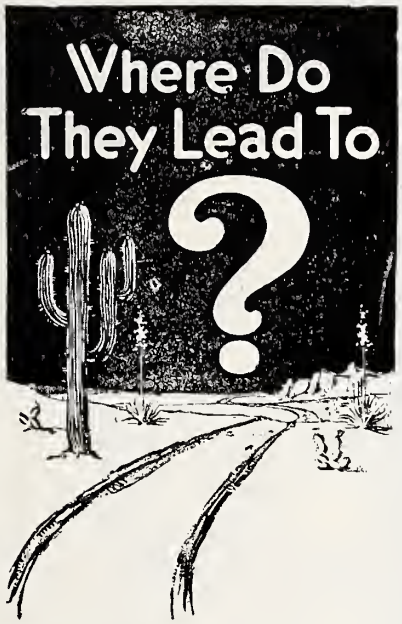
Your Exchange has ten stock heads of William S. Hart (in electro or mat form) that are suitable for use with any of his pictures.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



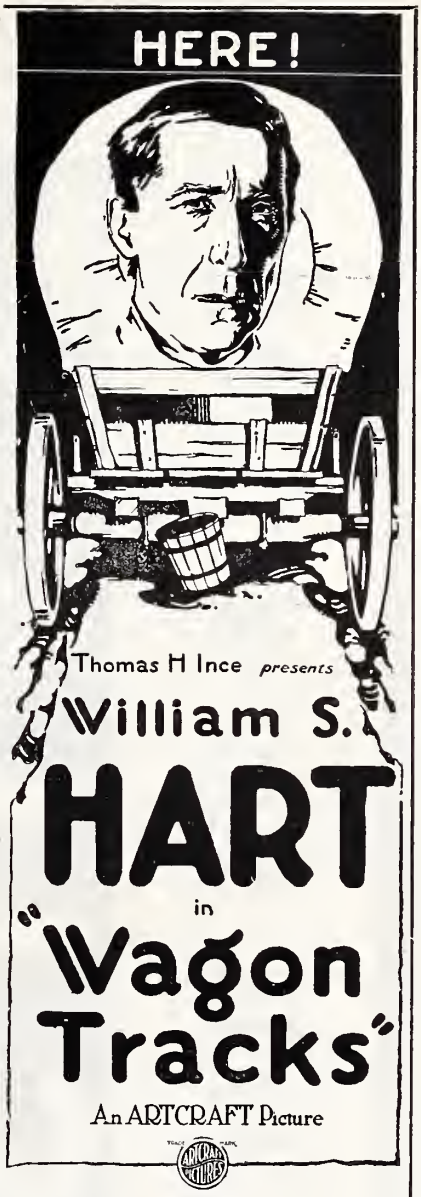
"Teaser" No. 1

THIS layout and the one below will excite public curiosity about "Wagon Tracks". Use them for ads or in your house organ before you run the picture.



"Teaser" No. 2

THIS second layout in the "teaser" series prepares the reader for the formal announcement of "Wagon Tracks" in the one-column ad on the right. Get these mats free from your Famous Players-Lasky Exchange.



LITTLE he knew where those tracks would lead! But some one had slain his brother, and grimly he followed the trail—to vengeance—to death—to love. A picture big with the West, strong with the power of the man's man who plays it. Come!

(Other Attractions)

THEATRE

NAME HERE

All Week - 11 A. M. to 11 P. M.

THEATRE NAME

All Week — *11 A. M. to 11 P. M.*

THOS. H. INCE *presents*

Wm. S. HART

No Trifling Here!

A plain and honest tale of Buckskin Hamilton, *man*, and of the brother he loved. Of another man, too, upon whose head was that brother's blood. And of a woman.

Far into the vast open spaces, the wagon tracks lead, until—the great adventure!—startling! tremendous!—and the long trail turns.

You'll never forget William S. Hart in this big, human, soul-searching picture.

By C. Gardner Sullivan
Directed by Lambert Hillyer
Photographed by Joe August
Supervised by Thomas H. Ince

in

TRADE MARK ARTCRAFT PICTURES

"WAGON TRACKS"

An ARTCRAFT Picture

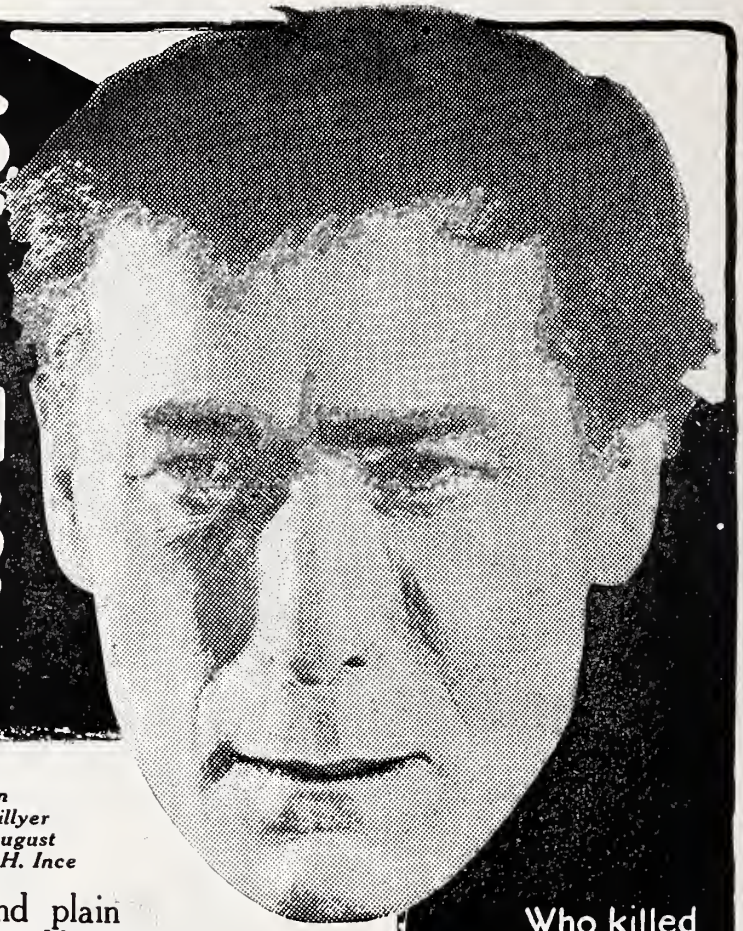
THEATRE NAME

All Week - - Continuous - - 11 A. M. to 11 P. M.

Thos. H. Ince *Presents*

William S. HART in "WAGON TRACKS"

An ARTCRAFT Picture



By C. Gardner Sullivan
Directed by Lambert Hillyer
SrPhotographed by Joe August
panvised by Thomas H. Ince

Who killed Billy Hamilton?

MOUNTAIN and plain and his horses, and long wagon trains crawling over the trail. Such had been his life, until one day they brought his brother home—murdered!

After that he was Hamilton the Avenger. But when at last he found his man, he found the brother of a woman he loved.

Then a strange ordeal of the desert, and a roving Indian band, seeking—and taking—an eye for an eye.

The end of the trail? You would never guess. Find it with William S. Hart in this powerful romance of human souls.

(Mention other attractions here)

ADVANCE PRESS STORIES OF "WAGON TRACKS"

To be Sent to the Newspapers Immediately Prior to and During the Display of William S. Hart's Latest Photoplay

An Artcraft Picture

BILL HART IDEAL SCREEN HERO WHO HAS NO SUPERIOR

Star Has Role of Exceptional Power in New Picture "Wagon Tracks"

WHERE will you find a greater screen hero than "Bill" Hart, the famous motion picture star? Echo answers, where? In his newest Artcraft picture "Wagon Tracks," which will be shown at the ..... Theatre next ..... he portrays a guide in the fifties, leading a wagon train across the deserts and mountains toward the golden west by way of the historic old Santa Fe trail.

There are battles with Indians, a struggle with gamblers, a revenge motive, and love and adventure galore. Withal it is an accurate historical record of a period of American life that is romantic to the last degree—that period when men and women of every walk of life trekked to the sunset across the wild lands, peopled by hostile Indians, herds of buffalo and threatened with every possible danger.

The role selected for the star is a great one—that of a typical plainsman—of the Kit Carson type of frontiersman. He is a man who fears nothing, who is quick to champion a just cause and as quick to punish those he deems guilty of wrong. Jane Novak makes a charming heroine and there is a fine supporting cast. Lambert Hillyer directed the picture which was written expressly for Mr. Hart by C. Gardner Sullivan. Joe August did the camera work. It is a proof of his undoubted skill that he got some of the most remarkable scenes ever shown on the screen.

No one who sees this picture will soon forget it. It will be a vivid memory for months afterward.

C. GARDNER SULIVAN FAMOUS SCENARIOIST WRITES WITH PUNCH

He Has Provided William S. Hart With Capital Story in "Wagon Tracks"

AMONG the scenario writers of the country there is none with greater technical or artistic skill, probably, than C. Gardner Sullivan, head of the Thomas H. Ince scenario staff in California, who wrote "Wagon Tracks" the new Artcraft picture in which Wm. S. Hart will be starred and which comes to the ..... theatre next .....

Mr. Sullivan is a master of plot and his imagination seems unlimited. He never duplicates an idea though he has written hundreds of plays. His stories are invariably red-blooded, virile, dramatic and full of that quality known as "punch."

In "Wagon Tracks" he has achieved a masterpiece. It is full of historical interest, having to do with the experiences of a leader of the vast caravans of folk who plodded across the prairie via the old Santa Fe trail in the fifties.

Mr. Hart is the central figure, a scout and plainsman, like Kit Carson and his ilk. There is a strong thread of romance, Jane Novak being the girl in the case. There are Indians and pioneers, all the strange figures of that early western period when men had to be strong in mind and muscle to win out against the tides that swept westward.

The picture is accurate in every detail and thrilling to the last degree. It is a tremendously powerful story and was directed with great skill by Lambert Hillyer. Lloyd Bacon, son of Frank Bacon, the famous legitimate actor, appears in an excellent role. Leo Pierson, Bert Sprotte and Charles Arlin are also in the cast. Robert McKim has an unusually heavy role.

DRAMA THRILL AND CHARM FEATURES OF HART'S NEW PICTURE

Real Indians Support Artcraft Star in Big Photoplay "Wagon Tracks"

WHAT is said to be perhaps the most effective picture in which William S. Hart has ever appeared, is "Wagon Tracks," his latest Artcraft picture which will be shown at the ..... theatre next ..... It is accurate historically and will afford delightful entertainment to "Big Bill's" admirers. C. Gardner Sullivan wrote and adapted the story and Lambert Hillyer directed the production.

In one of the scenes, a band of real Indians is used, in an attack on a caravan of Prairie schooners making their arduous way across the desert toward the sunset, via the old Santa Fe trail. There is drama in every foot of the film, charm as well as thrill. Jane Novak is leading woman and Robert McKim, the most realistic villain in the screen world, has the heavy role. The remainder of the cast is powerful.

Mr. Hart plays the part of a guide whose experiences are one series of sensational adventures in a day when adventure was every real man's middle name. The picture is believed by Mr. Hart to be one of his best and certainly if time and effort are of any consequence in a picture his judgment is well based for there has been no stinting in either respect.

The public will see Bill Hart as it loves to see him—as a real, red-blooded and relentless character with honor as his greatest ideal and bravery his second nature. The real west of fifty years ago is shown. It starts in Kansas and ends up somewhere along the Santa Fe trail.

"WAGON TRACKS" NEW W. S. HART PICTURE

Western Film Said to be One of Best of Star's Career

WILLIAM S. Hart, hero of a hundred thrilling dramatic situations, star of some of the finest photodramas that have ever reached the screen, and one of the most virile and popular delineators of western characters, will be seen in "Wagon Tracks," an Artcraft picture, at the ..... theatre next ..... This photoplay promises to eclipse even his best previous offerings by reason of its exceptional quality and historic interest.

To men, women and children in every section of the country "Bill" Hart is typical of the western spirit—breezy, resourceful, forceful, skilled in every sport and necessary accomplishment of the plains. His face is the synonym for power and manliness; his ability as an actor is admitted by all; his naturalness, restraint, quiet ease in even the most trying moments stamp him as a finished artist.

"Wagon Tracks" was written by C. Gardner Sullivan and that is a guarantee of its dramatic strength. Lambert Hilyer was the director. Jane Novak is the leading woman and heads a capable cast including such players as Robert McKim, Lloyd Bacon, Leo Pierson and others.

McKim Great Villain

ROBERT McKim, the worst villain in the films, the man you instinctively hate from the moment he appears, has the heavy role of a gambler in "Wagon Tracks," Wm. S. Hart's new Artcraft picture, which is attracting large audiences to the ..... theatre this week. Mr. McKim is a real artist, and sinks his own pleasant personality perfectly in the hateful role he is assigned to play in this capital picture. Jane Novak is the leading woman.

"WAGON TRACKS" HAS HISTORIC INTEREST

William S. Hart's Latest Western Picture Most Dramatic

GREAT historic interest centers about William S. Hart's new Artcraft picture, produced under the supervision of Thomas H. Ince and entitled "Wagon Tracks." It is a C. Gardner Sullivan picture and will be seen at the ..... theatre next .....

Mr. Sullivan took the old Santa Fe Trail from Kansas to Santa Fe as the locale of his picture and the period is about 1850. The experiences of the early pioneers bent on reaching the lands of plenty have been accurately depicted in this story in which Mr. Hart appears as a scout or leader of the caravans, such as were Kit Carson and similar figures of frontier history.

A romantic love interest is involved, but the thrills of the desert struggles against privation and marauders will prove most fascinating no doubt. Lambert Hillyer directed the picture and Jane Novak is leading woman. She heads an unusually clever supporting company. Robert McKim plays the heavy role, that of a gambler.

Rea Indians in Picture

A BAND of real Indians appears in "Wagon Tracks," the new William S. Hart Artcraft picture which is on view at the .....Theatre this week. They attack a wagon train in the most thrilling manner but are only restrained from butchering the emigrants as a result of the bravery of one man and the forced sacrifice of a coward. The picture is well worth seeing.

EXCELLENT PLAYERS IN "WAGON TRACKS"

William S. Hart Strongly Supported in New Photoplay

WHEN Bill Hart, premier of Western character actors, is seen in "Wagon Tracks," his newest Artcraft picture, which will be shown at the ..... Theatre next ....., it will be found that he is supported by a cast of exceptional strength with Jane Novak as his leading woman and Robert McKim worst of all villains (on the screen) in the heavy role.

In addition Mr. Hart has many other notable players including Lloyd Bacon, Leo Pierson, Bert Sprotte and Charles Arling. The story of "Wagon Tracks" was written by C. Gardner Sullivan, and he also wrote the scenario. In fact, this is the strongest story Mr. Hart has had in a long time.

It is historical in character, dating in the fifties, and dealing with those hardy pioneers who braved the unknown terrors of the desert to reach the Golden West, via the old Santa Fe trail. Mr. Hart plays the part of a guide or scout on the order of Kit Carson, whom every schoolboy knows by name and reputatnion and has made a hero of.

Joe August photographed the film; Thos. Brierly was art director and Irving J. Martin did the titles. The direction by Lambert Hillyer is said to be above the average.

W. S. Hart Scores Bullseye

WILLIAM S. Hart, popular Artcraft star, has scored another bullseye in his latest western picture "Wagon Tracks" which is doing large business at the ..... Theatre this week. As Buckskin Hamilton, a desert guide, Mr. Hart has one of the strongest roles he has essayed in many months and his supporting company headed by Jane Novak and Robert McKim is excellent.

MR. EXHIBITOR: HERE IS AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

The Gun and the Girl

SOMEBODY, as the drawing suggests, is going to get shot, but it isn't as easy to tell who is going to do the shooting except that you know the revolver will. But whoever does will have to answer to Bill Hart, that's certain. For Bill can track them by their footprints or their "Wagon Tracks," which is the name of his latest Artcraft picture.

This will provide excellent advance publicity for both attraction and star booked for presentation a your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "WAGON TRACKS"

An ARTCRAFT Picture

FILM TRAILERS .....$3.00 each

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set .....60 cents
11x14 Sepia, 8 in set .....per set 60 cents
22x28 Sepia, scene or star .....40 cents
22x28 colored photos of women stars ...60 cents
22x28 Black & White star .....75 cents
8x10 photo. of star, can be used for.....
all other productions of this same
star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts .....15 cents each
Three 2-column cuts .....25 cents each
Two 3-column cuts .....35 cents each

MATS:

Mats of the above cuts are FREE. News papers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One-Column .....25 cents each
Two-column .....40 cents each
Three-column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut .....15 cents each
Two-column layout cut .....25 cents each
Three-column layout cut .....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen .....15 cents each
Also line drawings .....20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.
ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "WAGON TRACKS"

.....1919

Dear Miss Roth:

Bill Hart has a new Artcraft picture, and it comes here ..... for a run of ..... days.

That's enough for a Bill Hart fan. And what patron isn't a Bill Hart fan?

Bill's latest picture is called ""Wagon Tracks'' and it's a story about the early '50s

Playing opposite Bill is an old favorite whom you've seen with him before: Jane Novak. Isn't that good news?

And no Bill Hart story is complete without a villain. Well, this one has the most villainous--on the screen, that is; in real life, they say he's very lovable--villain there is. You know Robert McKim!

Some cast! And some story!

Come early is our advice!

Yours cordially,

Manager.

Post Cards on "WAGON TRACKS"

Exhibitors will be wise to mail at least one ofthese Cards to their patrons

.....1919.

Dear Miss Roth:

"Wagon Tracks," Bill Hart's latest Artcraft story, comes here ..... for a run of ..... Jane Novak is again playing opposite Mr. Hart, and, as you know, they make a wonderful combination. Mayn't we expect you?

Sincerely yours,

.....

Manager.

.....1919.

Dear Miss Roth:

Bill Hart's latest Artcraft picture comes here today for a run of ..... It's called "Wagon Tracks," and is as unusual as its name. Do come early! It is a great photoplay which you will enjoy.

Sincerely yours,

.....

Manager.

If Letter will not serve, use one of the Post Cards. *IT WILL PAY!*

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books _____ Music Cues _____ (Publicity mat Picture & Type) _____

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted) _____

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor) _____

(Address) _____

ADVERTISING POSTERS
FOR
"WAGON TRACKS"

One Sheet

Six Sheet

One Sheet

How will you advertise

William S. Hart

in

"Wagon Tracks"

Big!

How Big?

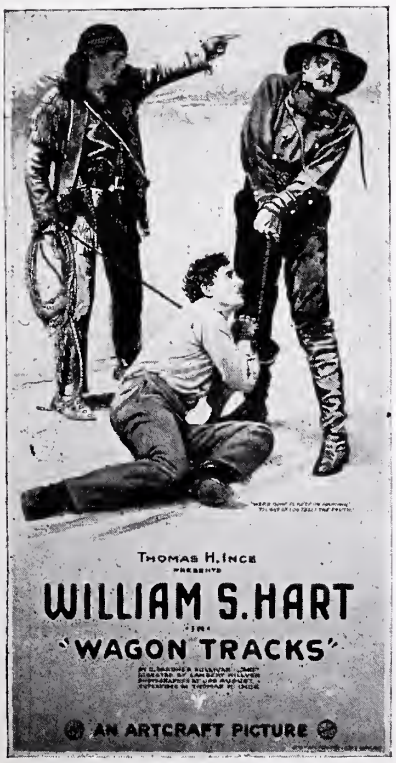
POSTERS!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!

That's the way to turn

'em away—every show



Three Sheet

Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne, With Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Love
Out West
The Bell Boy
Moonshine
Good Night, Nurse
Good Night, Nurse
The Sheriff
Camping Out
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
Once a Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence B'Gosh
Beresford of the Baboons
Perfectly Fiendish Flannagan, or
The Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Battle
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 8

Rose O' the River

Scheduled Release Date: **20 Jul 1919**

Helps That Really Help You To Put Over

LILA LEE

IN

"ROSE O' THE RIVER"

By Kate Douglas Wiggin | Scenario by Will M. Ritchey | Directed by Robert Thornby

A Paramount Picture

Advertising Cuts and Mats

Scene Cuts and Mats

Lithographs

Advance Publicity Stories

Current Publicity Stories

Reviews

Material For Programs

Promotional Ideas

List Of Other Accessories

SPECIAL FEATURES OF THIS BOOK

A Special Story That Is Sure To Pack Them In On The Day Of Opening

A Startling 3-Column Advertising Cut

A Particularly Good Poster

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — AD CUTS and MATS

Pointers of Value to Exhibitors on Lila Lee and Her Latest Paramount Picture, "Rose o' the River"

HER mimetic powers developing with remarkable rapidity and her magnetism keeping pace therewith, it is no wonder that Lila Lee is rapidly forging to the front ranks of motion picture stars. All exhibitors who displayed "A Daughter of the Wolf" and "Rustling a Bride" have reason to know that she is a prime favorite and a drawing card of magnitude. If her latest photoplay, "Rose o' the River," doesn't prove a winner, I shall be greatly mistaken.

Lila Lee, Star

LILA LEE, one of the youngest of film stars, is proving with each new production that she is worthy of the support accorded her by her admirers. Miss Lee's popularity has increased by leaps and bounds until now her name is familiar to every film patron. She has played entirely different types of roles with great success. Her latest portrayal is that of a country belle—of sweet and innocent little girlhood—who, unaccustomed to the suave ways of city folk, is deluded into believing that she loves a stranger from Boston, a circumstance which results in her denunciation by her country sweetheart. A trip to the city, where she sees her supposed sweetheart in the body colors of reality, disillusions her regarding city men, and she returns to her country fiance. This is a delightful theme and as the country maid Miss Lee presents a more than delightful characterization.

Kate Douglas Wiggin, Author

KATE DOUGLAS WIGGIN, author of the popular novel, "Rose o' the River," is a celebrated novelist. The book is classed as a "best seller." The story is an excellent one and exerts a powerful heart appeal.

Will M. Ritchey, Scenarist

WILL M. RITCHEY, one of the leading scenarists of today, adapted Mrs. Wiggins' novel for the screen. Mr. Ritchey's long record as scenarist is an assurance of the merits of every continuity he writes, and his adaptation of this story is said to have been exceptionally skillful.

TABLE OF CONTENTS

Robert Thornby, Director

ROBERT THORNBY, a well known director, was engaged especially to direct Lila Lee in this production. Mr. Thornby has produced many notable pictures for some of the leading film companies and his work has always ranked among the best.

Strong Support

DARRELL FOSS plays the leading male role in support of Miss Lee in this picture. George Fischer has a unique part, while Robert Brower and Josephine Crowell play the roles of grandfather and grandmother to the heroine. Sylvia Ashton, who has appeared in many big productions, also is in the cast. Jack Brammall portrays an exacting role.

An Absorbing Story

ROSE WILEY, the belle of the village, gives a party to celebrate her seventeenth birthday, and during a game of post-office, accepts the proposal of Steve, a young lumberman. After the game Claude Merrill is introduced and makes quite an impression upon Rose with his Boston manners. He registers great disappointment when the engagement is announced, but continues his attentions, nevertheless.

Later, at a barn dance, Claude tells Rose that he must return to Boston, declaring that a hopeless love is almost killing him, and in a note requests her to meet him for a final farewell. Rose meets Claude at the appointed time. But Steve, who has accidentally learned the contents of Claude's note, is also there, unknown to Rose and Claude, and after the latter's departure, makes his presence known to Rose and takes back his engagement ring, telling her she may have her liberty.

Claude's invalid aunt later decides to go to Boston, and takes Rose with her as her nurse. In Boston, sees Claude in a glove store under the dominance of an older woman, who permits no love-making between the two. Completely disillusioned, Rose goes back to her home town, determined to again hunt up her old sweetheart and ask his forgiveness. Rose's grandfather, acting as Cupid, falls into the river, and while he is supposed to be unconscious, overhears Steve's championship of Rose. He tells Rose that Steve is going back to the little love cottage which he had prepared in their happier days, and Rose leaves for the cottage and reaches it first. When Steve arrives he finds her there. All misunderstandings are cleared up, and Steve hurriedly sends Alcestis, the village half-wit, for the ring and license.

William Marshall, Cameraman

THERE are few better known photographers anywhere than William Marshall, the cameraman who photographed the scenes of "Rose o' the River" with charming results. Mr. Marshall has photographed numerous picture successes but he is at his best in his latest production.

LILA LEE in "Rose O' the River"

A Paramount Picture

LILA LEE in "Rose O' the River"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9188, illustrated on page 2 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Lila Lee (in electro or mat form) suitable for use with any of her pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9185, illustrated on page 2 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

"LILA LEE PLAYS POST OFFICE"

Charming Paramount Star in

"Rose O' The River"

Has Joyous Time During Filming of Her Latest Starring Vehicle * * * Beautiful Scene Realistically Presented on Big Set in the Lasky Studio * * * Dainty Star Has Role of Innocent Country Girl Who Finds the Game of Love Highly Interesting.

OVER on a big set at the Lasky studio where scenes were being filmed for a Paramount picture, there was much commotion and gaiety. Everyone was having the time of his life. The big set was dressed so realistically and the atmosphere and investiture so perfect that everyone entered into the spirit of the occasion with a vim and between scenes there was much merriment.

A regular, good old-fashioned barn dance was going on. There were the scattered cornhusks and all the usual farm grown decorations. The fiddlers were blithely sawing away at some ragtime tune, each keeping up an incessant and measured pat, pat, pat, with his left foot, in perfect accord. Their rhythm was infectuous and everybody was dancing.

There was all the atmosphere of rural festivity. The characters were gaily dressed in costumes typifying an occasion of this kind.

To anyone who has spent any of his younger days in the country or a rural village and has attended these simple but enjoyable gatherings, this scene was will calculated to bring back the most pleasant memories.

Soon the music stopped and everybody started playing the romantic old game of post-office. A beautiful little girl with hair as black as the raven's wing and in whose eyes sparkled the spirit of youth and happiness, was going through a close-up.

"That's Lila Lee," someone was heard to say.

She too was playing this fascinating old game and Darrell Foss, who was playing the leading supporting role in this picture, which, by the way, was "Rose o' the River" was her handsome partner. The camera was recording her every move and action. Each little smile or nod of the head was being reproduced.

In the action, her partner proposes after receiving one of the most delightful "letters" he could possibly have ever received and she accepts his proposal. The scene is over, the camera stops and the charming little bit of femininity comes over to the sidelines.

"You seem to really enjoy that game," someone ventured.

"Oh, I do—I just think it's lots of fun," she said. clapping her hands with delight. "You see," she continued, with a confidential air, "I started my professional work when I was a child and I never really had much time to play with other children. And besides," she added, "little children don't play games like this."

Here was a little girl, just beginning to taste of the savor of romance, but who had already reached the highest and much-prized pinnacle of fame and ability sought by the ambitious actor or actress—stardom.

"Rose o' the River," which is said to be one of the daintiest and most delightful portrayals of the star, will be shown at the ..... theatre next .....

The Paramount production, which was directed by Robert Thornby, was based on the novel of the same title by Kate Douglas Wiggin. Will M. Richey was the scenarist.

The popular little star plays the role of a little country girl, who at a party given in honor of her seventeenth birthday, accepts the proposal of Steve, a young lumberman of the village. But just after his proposal, she is introduced to Claude Merrill, a suave and good looking young Bostonian, and is much impressed by his attentions, which he continues to shower upon her despite the announcement of her engagement to Steve.

Later, Claude pretends that his hopeless love for the girl is killing him, and sends her a note asking her to meet him secretly for a final farewell as he must leave for Boston. Rose thinking him in earnest and believing she is causing him a lot of misery, keeps the appointment. But Steve, who has innocently heard of the meeting is on hand and after Claude's dramatic departure, confronts Rose and takes back his ring. Later, the girl accompanies Claude's invalid aunt to Boston, acting as her nurse, and there she sees her would-be knight in his real light. How she goes back and wins back her former lover is said to make a delightful romance.

A well-balanced cast includes Darrell Foss, George Fisher, Robert Brower, Josephine Crowell, Sylvia Ashton, Jack Brammall and others.

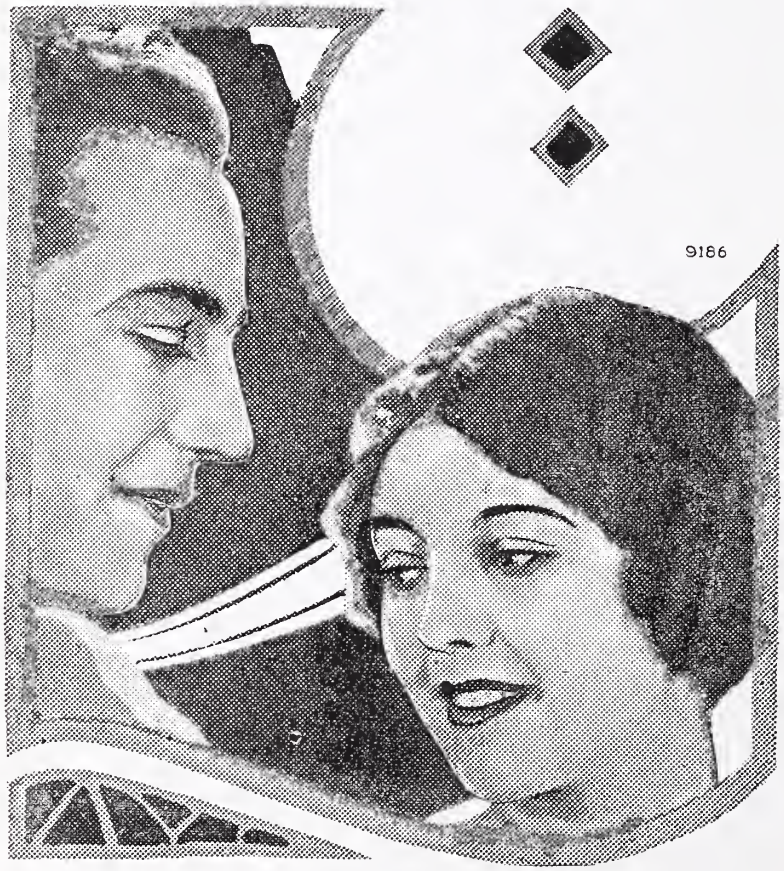
Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

LILA LEE
in "Rose O' the River"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9182, illustrated on page 4 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9183, illustrated on page 4 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

LILA LEE
in "Rose O' the River"
A Paramount Picture



LILA LEE in "Rose O' the River"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9186, illustrated on page 4 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Lila Lee (in electro or mat form) suitable for use with any of her pictures.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "Rose o' the River"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Lila Lee's Latest Photoplay

A Paramount Picture

Beautiful Lila Lee Has Delightful Role of Country Girl in Her Latest Paramount Picture, "Rose o' the River"

Story Based on Kate Douglas Wiggin's Famous Novel of the Same Name Affords Star Unusual Opportunity for Effective Characterization.

ROSE WILEY, the belle of the countryside, is giving a party to celebrate her seventeenth birthday. The male guests are enthusiastic, the girls not so much so. During a game of the ever popular "Post Office," Steve, the young lumberman, proposes and is accepted. Upon their return to the festivities, however, Claude Merrill nephew of a chronic invalid, is introduced and makes a great impression with his courtly Bostonian manners. He affects a woebegone air when Rose's and Steve's engagement is announced, but continues his attentions in spite of that fact.

At a barn dance Claude intimates to Rose that a hopeless love is nearly killing him, and she is much distressed that she should cause so much unhappiness. She does all she can to lighten his gloom, even to meeting him for a last farewell when he returns to Boston. Owing to a mistake, Steve has opened Claude's note imploring Rose to see him, and is also at the rendezvous, unseen by the others. When Claude has torn himself wretchedly away—and run blithely for the stage—Steve confronts Rose and gives her back her liberty, tossing away the little engagement ring.

Claude's aunt decides to go to Boston for treatment and takes Rose with her as nurse. Here Rose again sees her old lover—serving as a glove clerk and completely under the dominance of an older woman. He tries to impress Rose with the fact that she is still the only one he loves, but the other damsel puts a stop to any love-making and Rose returns home, disillusioned.

Wiley, her grandfather, acts as Cupid when he falls into the river and, while supposed to be unconscious, overhears Steve's championship of Rose. He imparts to his granddaughter the fact that Steve is going to the "love cottage" he had built in happier days — and there Steve finds her upon his arrival. All misunderstandings are cleared away and Alcestis, the half-witted boy of the village, is sent hurriedly for the ring and the license.

"ROSE O' THE RIVER"

The Cast

Rose Wiley.....LILA LEE
Steve Waterman. Darrell Foss
Claude Merrill. George Fischer
Grandfather Wiley Robert Brower
Grandmother Wiley Josephine Crowell
Mrs. Brooks.....Sylvia Ashton
Alcestis.....Jack Brammall

PRESS REVIEW

Lila Lee Scores Hit in "Rose o' the River"

APPEARING as a little rural belle, Lila Lee was seen in one of the most delightful roles of her screen career, in her new Paramount picture, "Rose o' the River," a beautiful romance by Kate Douglas Wiggin, which was presented at the ..... theatre yesterday.

Rose Wiley, the title role, played by the star, is the leading belle of the village in which she lives. To celebrate her seventeenth birthday she gives a party, to which all the young people of the village are invited.

The ever-romantic game of post office is started. At an opportune moment in the game, Steve, a young lumberman, proposes to Rose, and is accepted. Claude Merrill, a polished young Bostonian, arrives. He makes quite an impression upon Rose and when the engagement of Rose and Steve is announced, his disappointment is keen, but this does not put a stop to the attentions which he continues to shower upon Rose.

At a barn dance Claude writes Rose a note asking her for a farewell meeting, as he must leave for Boston that night.

The girl believes in him and consents to meet him. But Steve learns the contents of the note, and is on hand at the meeting, but keeps his presence a secret from the pair. Claude tears himself away and runs for the stage. Steve then confronts Rose and takes back his ring.

Soon after this incident, Claude's invalid aunt decides to go back to Boston for treatment, and takes Rose along with her as nurse. Arriving in Boston Rose finds Claude and is completely disillusioned regarding polite city men and their affections. She returns home and ultimately becomes reconciled to Steve. The picture is delightful and the supporting cast all that can be asked for.

9180

LILA LEE
in "Rose O' the River"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut. No. 9187, illustrated on page 6 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9180, illustrated on page 6 of the 'Rose O' The River' press book." Specify whether you want an electro or a mat.

9187

LILA LEE in "Rose O' the River"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

AN ordinary five-reel picture, it may be interesting to learn, contains from 160 to 200 scenes. When "The Teeth of the Tiger" by Maurice LeBlanc was originally made into a scenario for Famous Players-Lasky by Roy Somerville, it was found that the total number of scenes was 501. That necessitated a revision of the script with the result that the number of scenes had been cut down to 300 and the action consequently speeded up.

* * * *

Dave Powell plays a dual role in the "Teeth of the Tiger." The story is by Maurice LeBlanc, creator of the famous character Arsene Lupin, detective and adventurer. Dave Powell plays the part of Arsene Lupin and also that of Louis Perena, the assumed name of Arsene Lupin while he is hiding in the Foreign Legion.

* * * *

In "The Firing Line," a Paramount-Artcraft Special production made from Robert W. Chambers' famous novel, Irene Castle comes back to the screen. In this production Miss Castle demonstrates her all-around athletic ability: she rides horse-back, swims in a dangerous fog, and acquits herself admirably. In addition, she shows a new dance step that will undoubtedly be the rage during the coming season.

* * * *

"Louisiana," the new Paramount picture starring Vivian Martin, is the second photoplay produced by the same company and starring the same star to be adapted from novels by Frances Hodgson Burnett, the noted author. The first was "The Fair Barbarian," which will be recalled by all admirers of Miss Martin. "Louisiana" promises to go even one better than the former picture.

Exclusive Stories For Photoplay Editor From ..... Theatre

MISS BILLIE BURKE, the famous Paramount star, and her husband, Mr. Florenz Ziegfeld, were sitting on the veranda of their home, overlooking the Hudson at Hastings-on-the-Hudson. Patricia, their adorable daughter, was in her mother's lap. It was a still, humid evening, of the kind that bring the mosquitoes out and they were annoying Mr. Ziegfeld.

Finally losing his patience he exclaimed: "Oh, damn those mosquitoes!"

Patricia looked up into her mother's eyes and said, "Oh, damn those things!"

Mr. Ziegfeld is never going to swear again.

* * * *

"Louisiana," a new Paramount picture starring Vivian Martin, does not concern the locale of the story, as might be at first implied, but is the name of the heroine. The picture is an adaptation of the novel by Frances Hodgson Burnett, and is said to provide the dainty star with one of her best opportunities for vivid dramatic interpretation.

* * * *

A good old-fashioned barn dance, with corn husks and fiddlers and party dresses and everything, is a feature of the new Paramount picture starring the popular little actress, Lila Lee. The picture is entitled, "Rose o' the River," and is said to be a dramatic triumph for the youthful star.

* * * *

Kate Douglas Wiggin, who is the author of many popular fiction novels, wrote the book from which Lila Lee's new Paramount picture, "Rose o' the River" was adapted. This book, which bears the same title as the picture, was considered among her best works and has been very widely read by lovers of good fiction.

Exclusive Stories For Photoplay Editor From ..... Theatre

IT would not seem possible, would it that anyone—even the driver of a Hackensack, N. J., wagon—would doze while Marion Davies was making a rapid fire transition in clothes not three feet away? Yet this very thing happened in Hackensack the other day.

Director Allen Dwan and his company left the Paragon Studio in Fort Lee soon after luncheon time and repaired to a two hundred year old farmhouse at Hackensack, to film the last scenes of "The Dark Star." Then Miss Davies was clothed in hat, suit and boots. Three of four scenes were "shot," and Mr. Dwan was of the opinion that more scenes could be made here and Miss Davies' costume, that of a simple country maiden in dress, sweater and braids was hastily sent for at the Paragon Studio.

But where could the star change? The barn was inspected. But the barn was full of horses. "Your car," suggested Norman Kerry. Frank Fawcett, the handsome Davies chauffeur, draped the machine with laprobes and coats and the star hastily withdrew under cover, to execute the change.

A farm hand, atop a big wagon adjoining the limousine of the star, grinned as he heard the preparations and the whispered admonitions. Then, with Marion Davies, former Ziegfeld beauty and screen star, changing in her car, protected by the flapping laprobes, three feet away, he—calmly threw his head on his hands, fell asleep, and — snored! Can you beat—Hackensack farm hands? We think not!

* * * *

C. Gardner Sullivan never did a better thing than "Wagon Tracks," which he wrote for William S. Hart. The Artcraft star has in this play one of the strongest pictures he has ever produced.

9189

LILA LEE
in "Rose O' the River"
A Paramount Picture

9184

LILA LEE in "Rose O' the River"
A Paramount Picture

9184

Your Exchange has ten stock heads of Lila Lee (in electro or mat form) that are suitable for use with any of her pictures.

If you want to use any of the illustrations on this page in your publicity or advertising, tell your Exchange to send you "Production Cuts. No. (as indicated beside each illustration) illustrated on page 8 of the 'Rose O' The River' press book."

9181

LILA LEE
in "Rose O' the River"
A Paramount Picture

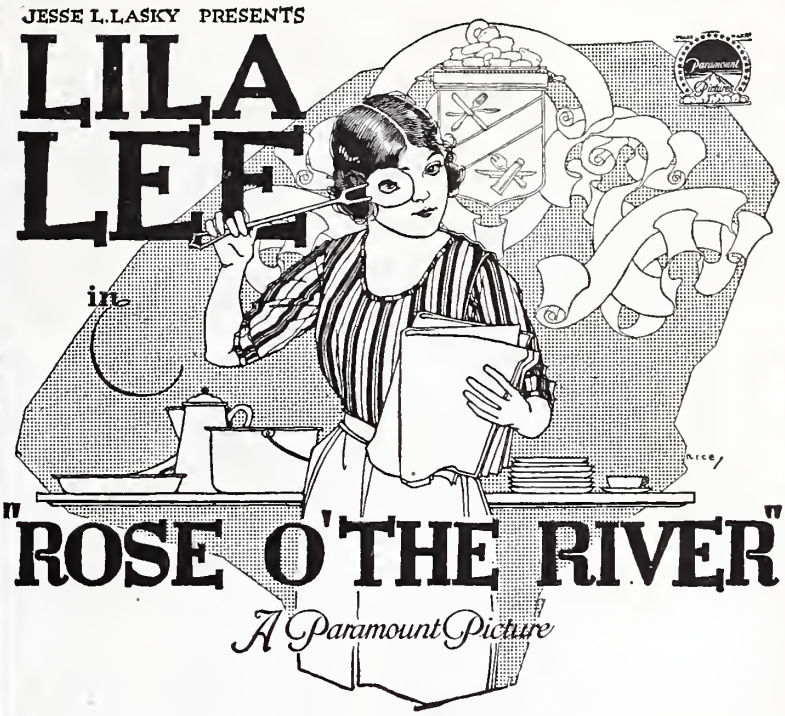
9181

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

POOR little unsophisticated country girl! She took him at the value of his clothes—and she learned to rue the day.

Without question the best picture Lila Lee has yet appeared in. Full of the thrills, heart-throbs and joy that appeals to each of us. Try to come!

NAME OF YOUR THEATRE



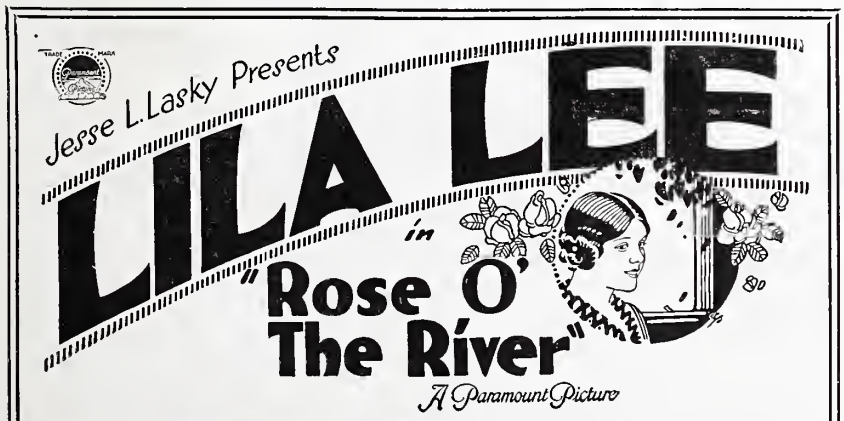
By Kate Douglas Wiggin — Scenario by Will M. Ritchy — Directed by Robert Thornby

HE was everything that a slick "city feller" should be. She was as unsophisticated as any sulking, lurking villain could ask.

But what she did to the "villyun"! Don't ask questions! Just come to see You'll be glad you did! Today?

Other Attraction

THEATRE NAME



Dainty Lila Lee in the cleverest picture she has made.

NAME OF YOUR THEATRE

LILA LEE

in

"ROSE O' THE RIVER"

A Paramount Picture

The Best Lee Picture Ever!

THEATRE


Jesse L. Lasky Presents
LILA LEE
in "ROSE O'THE RIVER"
A Paramount Picture
By Kate Douglas Wiggin—Scenario by Will M. Ritchey
Directed by Robert Thornby
WHETHER you demand thrills, heart-throbs or laughs in your pictures, you'll get just what you want in "Rose O' The River."
It's the story of an unsophisticated little country girl whose life became wrapped in the tangled skeins spun by an arch-villain.
"Green" and unsuspecting as she was she turned the tables on him and made him a laughing stock.
You'll agree that it is the best picture this captivating little star has ever appeared in. When are you coming?
THEATRE NAME

Advance Press Stories on "Rose o' the River"

To Be Sent to the Newspapers Immediately Prior to and During the Display of Lila Lee's Delightful Photoplay

A Paramount Picture

"ROSE O' THE RIVER" STARRING LILA LEE A COLORFUL PICTURE

Dainty Paramount Star in Role of Country Girl Does Splendid Work

LILA LEE'S new Paramount picture, "Rose o' the River," which will be shown at the ..... theatre next ....., is a story which lends itself admirably to picturization because of the colorful nature of the settings and the locale.

The story, which is based on the novel of the same name by Kate Douglas Wiggin, transpires in a village and presents the charming little Paramount star as the belle of the countryside.

A rural birthday party at which the boys are much more enthusiastic over the event than the girls, and a good old-fashioned barn dance with the usual decorations and fixin's with the guests in their best bibs and tuckers, are outstanding features of the production.

The story concerns a village belle and her country sweetheart, which is almost brought to disaster by a polite and good-looking young Bostonian, who makes a dramatic play for the affections of the girl. After taking a trip to Boston, however, and seeing the young heart-breaker in his true light—that of a glove clerk who is under the domination of an older woman in the store where he is employed—she decides to go back to her good old-fashioned fiance. Their reunion is brought about by a clever ruse on the part of the girl's grandfather.

Will M. Ritchey wrote the scenario and Robert Thornby directed the production. Among the supporting cast are such well-known players as Darrell Foss, George Fischer, Robert Brower, Josephine Crowell, Sylvia Ashton and Jack Brammall.

"ROSE O' THE RIVER" ONE OF KATE DOUGLAS WIGGIN'S BEST BOOKS

Lila Lee's New Paramount Film Based Upon Widely Read Novel

KATE DOUGLAS WIGGIN, one of the foremost American novelists, is author of the novel, "Rose o' the River," from which Lila Lee's new Paramount starring vehicle of the same name, is an adaptation. The picture will show at the ..... theatre next .....

The works of this author are widely read and "Rose o' the River" is considered to be one of her best. It is excellently adapted to the talents of the little Paramount star who is well qualified, temperamentally, to play the title role.

Rose Wiley is a country lass who becomes engaged to Steve Waterman, a young lumberman, at a party given in celebration of her seventeenth birthday anniversary. After the bethrothal, however, Claude Merrill, a handsome young stranger from Boston, arrives with his invalid aunt and seeks to win the heart and hand of the village belle.

Failing to do this, he leads her to believe that his hopeless love for her is breaking his heart and sends her a note asking her for a farewell meeting, and she consents. But Steve learned the contents of the note and is on hand at the dramatic parting, concealing his presence until Claude has left. He then denounces his unfaithful sweetheart.

Later, Claude's aunt returns to Boston for treatment, taking Rose with her as her nurse. Rose finds Claude working in a glove store and completely under the domination of an older woman. She returns to Steve and they are reconciled.

The picture was directed by Robert Thornby and photographed by William Marshall. An excellent cast was selected to play the supporting roles. Darrell Foss is the leading man.

SWEET ROMANCE OF VILLAGE BELLE IS "ROSE O' THE RIVER"

Dainty Lila Lee's New Photoplay Presents Star in Most Delightful Role

LILA LEE, the dainty and popular screen star, will appear at the ..... theatre next ..... in a Paramount picturization of Kate Douglas Wiggin's popular novel, "Rose o' the River," a delightful romance of a rural belle and her country sweetheart, that begins with a game of "Post-office" and ends, after many more or less vexatious misunderstandings, in the happy reconciliation of the lovers.

Rose Wiley, the title role, portrayed by Miss Lee, almost forgets Steve Waterman, her stalwart country fiance, when a polite young man from Boston leads her to believe that he is desperately in love with her. His dramatic play of affection is too much for the simple girl, and she meets him secretly to bid him good-bye, a circumstance which results in a breaking of their engagement by Steve.

Later, when Rose goes to Boston, she chances to see Claude, her city Romeo, who although assuring her of his love, is completely under the domination of an older woman who will not permit him to make love to Rose.

Disillusioned, the girl returns home and seeks Steve. How they are again brought together and reconciled is said to form one of the most pleasing situations ever screened.

The picture was made under the direction of Robert Thornby. William Marshall was cameraman, and the supporting cast includes Darrell Foss, George Fischer, Robert Brower, Josephine Crowell, Sylvia Ashton and Jack Brammall.

REAL BARN DANCE IN "ROSE O' THE RIVER"

Lila Lee's Latest Picture Is Finely Produced

IN "Rose o' the River," Lila Lee's new Paramount picture which comes to the ..... theatre next ....., there is a scene depicting a barn dance of the real old-fashioned sort that should appeal to every person who has lived in the country town and indulged in the pleasures of youth under such circumstances.

The setting was erected on the big open stage and contains a two storied barn, with stalls occupied by horses. The floor is cleared though surrounded by hay and sacks of grain. The decorations are enormous pumpkins and boughs from trees with flowers interspersed. A large number of extra folk representing boys and girls of the village, with a typical country orchestra, render the scene most realistic. Considerable dramatic action ensues in this scene, however.

The picture is from a story by Kate Douglas Wiggin and is one of the most charming love stories ever transferred to the screen. Robert Thornby directed and Wm. Marshall did the camera work. Joseph Boyle was assistant director. Darrel Foss is the leading man and heads an excellent supporting cast. cast.

Patches Up Lovers' Quarrel

THERE are many ways of patching up a lover's quarrel, but one of the most unique schemes for accomplishing the desired result is shown in "Rose o' the River" the new Paramount picture starring Lila Lee, which is on view with successful results at the ..... theatre this week. It is the grandfather of the heroine that brings about the reconciliation. The picture contains many delightful features and surprises and affords Miss Lee with a splendid opportunity for the display of her youthful beauty and talent. Darrell Foss heads a capable supporting cast.

"ROSE O' THE RIVER" AUTHOR IS FAMOUS

Kate Douglas Wiggin's Novel Is Filmed for Lila Lee

KATE DOUGLAS WIGGIN, famous writer of innumerable clever stories and books which have had world wide circulation, wrote "Rose o' the River," the new Paramount starring vehicle of dainty Lila Lee which will be shown at the .....theatre next ..... Will M. Richey did the scenario and Robert Thornby directed the production.

Miss Lee plays the part of a seventeen-year-old girl in a down-East settlement and the famous old game of "postoffice" is the beginning of a romance which, after many vicissitudes, ends delightfully for the principals.

Beautiful character drawing, always a quality of the author's work, is abundant in the story and is amply portrayed in the picture by a clever cast of screen players.

Darrell Foss is in the leading role opposite Miss Lee. Mr. Foss is from South Wisconsin and his screen career includes work in pictures produced by Kalem, Ince, Triangle, etc. He is an expert in make-up, a fine rider, an excellent shot, and plays five musical instruments. He is in the six foot class. George Fisher has an important role and Sylvia Ashton is also in the cast.

It is said that this picture affords Lila Lee one of her daintiest parts, a distinct departure from those played in "Rustling a Bride" and "The Daughter of the Wolf," recently released.

Ever Play Postoffice?

EVERYONE knows how to play post-office, a game which is the delight of the young folks who are just beginning to reach that romantic age in life. In Lila Lee's new Paramount picture, "Rose o' the River," which is on view at the ..... theatre this week, the game is played by the charming little star and her leading man with delightful effect. This is said to be the first time it has ever been screened.

W. RITCHEY ADAPTED "ROSE O' THE RIVER"

World Known Scenarist Did Good Work in Lila Lee Picture

WILL M. RITCHEY, one of the staff writers for the Famous Players-Lasky Corporation and who has written numerous continuities for Paramount pictures, is a skilled literary and film technician and an expert in this branch of the work. His latest work is the continuity for "Rose o' the River," the new Paramount picture starring Lila Lee, which will be shown at the ..... theatre next .....

How a simple and unsophisticated little country belle is disillusioned regarding "swell" young city chaps and finds that one cannot judge the strength of a man's character by his outward appearance and manner, is the theme of the picture. Darrell Foss is the leading man.

Joseph Boyle, who was assistant director for Hugh Ford in the production of the Paramount-Artcraft Special, "The Woman Thou Gavest Me," assisted Robert Thornby in the direction of "Rose o' the River." Mr. Boyle also assisted Mr. Ford in the direction of "Secret Service."

William Marshall, who photographed the scenes for both of the Specials mentioned was cameraman and he is responsible for the excellent photography which distinguishes the picture.

Sylvia Ashton Capable

SYLVIA ASHTON, who is recognized as one of the leading interpreters of women character roles in the profession, has an excellent part in "Rose o' the River," a new Paramount picture starring Lila Lee, which is on view at the ..... theatre this week. She will be recalled by her notable work as the fat wife in "Old Wives For New," an Artcraft picture produced by C. B. DeMille. Miss Lee is charming as a country girl in her new picture.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

Can You See Through a Hole in a Doughnut?

EVIDENTLY Lila Lee can, using a fork and a "sinker." Doughnuts are apparently being worn a good bit higher this year than when the A. E. F. was busy consuming the Salvation Army variety of "sinker." Other startling social items are promised in her latest Paramount picture, "Rose of the River," made from Kate Douglas Wiggin's popular novel of the same name.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat to Your Newspaper Today! It Is Free!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "ROSE O' THE RIVER"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Rose o' the River"

.....1919

Dear Miss Nixon:

We needn't tell you anything about Kate Douglas Wiggin, we know. For some twenty-five years, she has been writing some of the most popular of our stories. You've read her fiction in the magazines and you've read it in novel form.

So that when we tell you that the Paramount picture which comes here ..... is called "Rose o' the River" and is based on Kate Douglas Wiggin's book of the same name, you know, whether or not you read the story, that it is a fine one.

And when we tell you further that the star is dainty Lila Lee—well, we don't have to add anything to that, do we?

Cordially yours,

....., Manager

Post Cards on "Rose o' the River"

Exhibitors will be wise to mail at least one of these Cards to their patrons.

.....1919

Dear Miss Nixon:

Kate Douglas Wiggin's famous novel, "Rose o' the River" has been turned into a Paramount picture, with dainty Lila Lee as the star. It will be seen here from ..... to .....

Mayn't we expect you?

Yours cordially,

....., Manager

.....1919

Dear Miss Nixon:

Lila Lee comes here to-day for a ..... day run in her latest Paramount picture, "Rose o' the River," made from Kate Douglas Wiggin's famous story by that name. Mayn't we expect you for this unusual combination?

Yours cordially,

....., Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange Street_____

Date_____ City_____

Exhibitors' Advertising Accessory Order Blank

Order No._____

Play Date	Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books

Music Cues

(Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

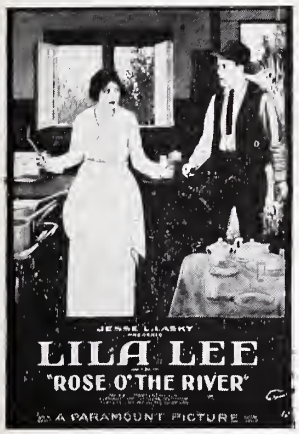
$_____

(Name of Exhibitor)

(Address)

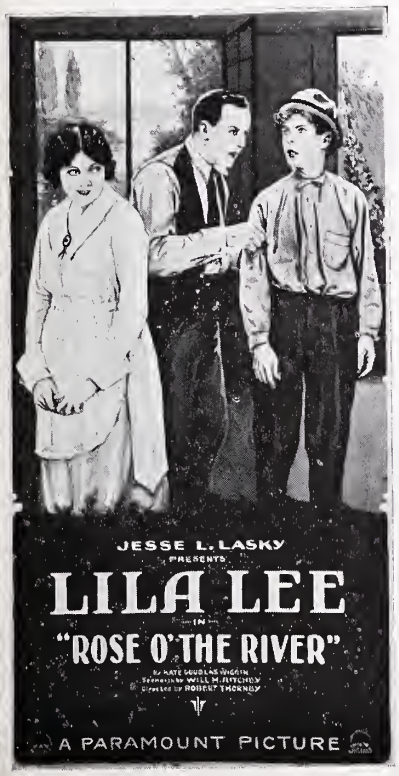
ADVERTISING POSTERS

Six Sheet



One Sheet

One Sheet



Three Sheet

How will You Advertise

LILA LEE

IN

"ROSE O' THE RIVER"

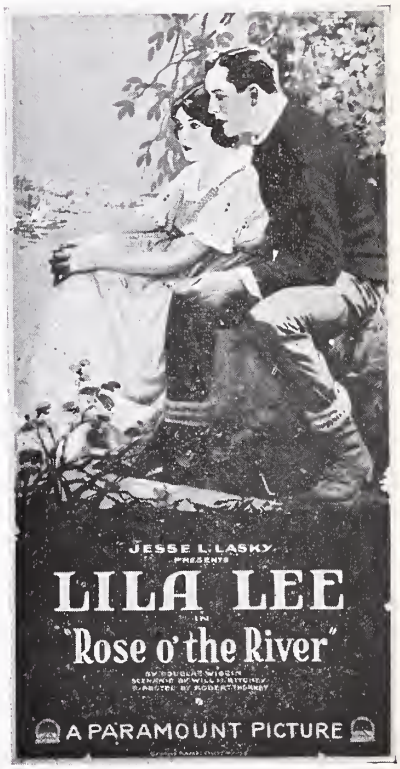
BIG!

But How?

POSTERS!!!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!



Three Sheet

That's the way to turn 'em away—every show.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 9

The Dark Star

Scheduled Release Date: **3 Aug 1919**

COSMOPOLITAN PRODUCTIONS,

"The DARK STAR"

BY ROBERT W. CHAMBERS WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY CORP. Directed by ALLAN DWAN

A Paramount-Artcraft Special

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — AD CUTS and MATS

Valuable Data for Exhibitors Regarding the Paramount-Artcraft Special "The Dark Star"

ANY photoplay based upon a novel by Robert W. Chambers is bound to be a superior attraction for exhibitors. All who displayed "The Firing Line" starring Irene Castle, will find "The Dark Star" exceptionally attractive and a magnet that is well calculated to fill their theatres to capacity at every showing. "The Dark Star," with Marion Davies, is a Cosmopolitan production presented by Famous Players-Lasky Corporation, and it is one of the most pretentious offerings in many months.

Robert W. Chambers, Author

ONE of the most famous of American novelists, whose vogue is world wide, is Robert W. Chambers, author of "The Dark Star" and a score of successful novels. Mr. Chambers is a delightfully keen and incisive writer, with a knowledge of human nature that is as rare as it is felicitously delineated in his stirring pages. He is essentially dramatic and this faculty, reinforced by his genuis as a writer, makes "The Dark Star" a picture subject of tremendous power. His Ruhannah Carew, the heroine of this novel is a remarkable girl, a child of the Dark Star, under whose evil influence she was born, and her thrilling adventures are related by Mr. Chambers with highly dramatic effect as far as the reader is concerned. It is quite likely that "The Dark Star" will rank as one of Mr. Chambers' best novels, as it already has been shown to be one of his most successful books from the standpoint of popular demand.

Marion Davies Heads the Cast

AN excellent cast of players has been assembled for the various roles in this picture, and at their head stands Marion Davies, beautiful and talented. Miss Davies has starred in many photoplays and has numerous admirers. Norman Kerry, who plays opposite Miss Davies, is a player of wide reputation, as is also, Matt Moore, who has a strong role. G. Butler Clonbough, well known to Paramount and Artcraft audiences, has a characteristic part. Then there are Dorothy Green, a charming player, Ward Crane, George Cooper, Arthur Earle, Emil Hoch, James Laffey, William Brotherhood and Fred Hearn, all screen players of reputation and ability.

TABLE OF CONTENTS

A Tremendous Story

RUE CAREW, the daughter of an American missionary, is born in Turkey, under the influence of the Dark Star, an evil planet. Long ago, some metal, cast off by this star, was fashioned into the image of Erlik, Prince of Darkness, and this falls in possession of a German secret agent, who hides within its hollow, plans of Turkish fortifications. There is an uprising against foreigners and the German intrusts the idol to Rev. Carew with instructions to forward the plans to Germany in the event of his (the German's) death. The German is slain and Rev. Carew flees to the United States with his wife and daughter. Rue's plaything during childhood is the image and her favorite pastime is shooting at a target. She meets Jim Neeland, son of a mill owner and they exchange sketches of each other. Mr. Brandes, a genial grafter, pays her court and although he has a wife, is about to marry her when the truth is revealed to Rue. Meanwhile, Prince Alak and Princess Naia, agents of Germany are searching for the image and the Turkish plans. They learn that both are in Rue's possession and they proceed to her home in Brookhollow to obtain them. Neeland, who is cooperating with the French government, also seeks the plans and he obtains them from Rue and leaves. Learning that Neeland is to sail with the plans for Europe, the Prince and Princess decide to sail on the same vessel and take Rue with them. The German agents decide to sink the steamship by means of a bomb which they plant in Neeland's stateroom. They truss up Neeland and Rue and signalling to a German vessel make their escape. Neeland manages to free Rue's hands and taking his revolver, she destroys the mechanism of the bomb, then fires at a water pitcher which collapses, the water extinguishing the sputtering fuse. On their arrival in Frances they are shadowed by the German agents, and Rue is about to be killed when a mob of Apaches, kill the Princess while the Prince leaps to death from a window. Rue and Neeland, after many misunderstandings, come to a realization of their love and both are happy.

Allan Dwan, Director

ALLEN DWAN, who directed "The Dark Star," is one of the best known directors in the country. He has numerous picture successes to his credit, and "The Dark Star," like its predecessors, is characterized by his skill and knowledge of the essentials of his art.

MARION DAVIES in "The Dark Star"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9130, illustrated on page 2 of 'The Dark Star' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "The Dark Star"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of This Cosmopolitan Production Based on Robert W. Chambers' Novel, With Marion Davies

A Paramount-Artcraft Special

Thrilling Picture of Adventure, Based upon Robert W. Chambers' Famous Novel, "The Dark Star"

Theme of Great Paramount-Artcraft Special One of Exceptional Dramatic Interest and Heart Appeal and Scenes Bristle With Action.

RUE CAREW is born in Turkey, the daughter of Rev. Carew, an American missionary, and, according to common belief, she is under the influence of the Dark Star, an evil planet. It is said that long ago, some metal from this star fell into the hands of an image-maker who fashioned it into the image of Erlik, Prince of Darkness, chanting, "Where you are war is, and all shall last until you are taken to another land where war shall be."

This image falls in possession of a secret agent of Germany who chose the hollow of the idol as a hiding place for plans of Turkish fortifications he had secured. He intrusts the original plans and idol to Rev. Carew, with instructions to send them to Germany if he fails to return from the palace of Abdul Hamid whither he had been summoned. He is slain and in the uprising which takes place, Rev. Carew and his infant daughter sail for the United States with the image.

Rue grows to early womanhood. Her favorite toy was the god Erlik and when she finds the plans and shows them to her father, he explains that he had not returned them to Germany because he believed they might be of use to the United States government one day. Rue accepts occasional boarders among them being Brandes and Stull, two grafters who win her good graces for purposes of their own. She spends her time at her housework and her pet amusement is target practice with a revolver.

While practicing one day a piece of the target strikes Jim Neeland, son of a mill owner and an illustrator who is sketching in the vicinity. He meets Rue and sketches her and they separate without the prospect of a future meeting. Returning home, Rue finds her father dead upon the floor.

"THE DARK STAR"

The Cast

Rue Carew.....Marion Davies
Princess Naia...Dorothy Green
Jim Neeland....Norman Kerry
Prince Alak.....Matt Moore
French Secret Service Agent Ward Crane
Mr. Brandes.....George Cooper
Mr. Stull.. . Arthur Earle
German Spy G. Butler Clonbough
German Spy.....Emil Hoch
Ship's Captain....James Laffey
Steward.....Wm. Brotherhood
Rev. Wm. Carew, father of Rue .....Fred Hearn

Meanwhile, the plans hidden in the little god become the subject of wide search by the German Secret Service. Chief among these agents are Princess Naia, an adventuress, and Prince Alak, who has assumed the role of a Cossack nobleman. They meet Neeland and Naia seeks to make him her tool.

Rue is about to be married to Brandes, by fraud when his exposure follows and Rue flees in despair to the studio of Neeland. Here she meets the Princess who, on being introduced by Neeland, offers to take her to her home where she hopes to wrest the secret of the hiding place of the plans from her.

Meanwhile Neeland, who is cooperating with the French Secret Service, goes to Brookhollow for the plans and when Rue arrives he hides. When she produces the suitcase in which the plans are secreted he wrests it from her at the point of a revolver. He escapes and Rue informs the Princess and Alak that she not only knows the plans by heart, but is able to reproduce them. Learning that Neeland is to sail for Europe they decide to sail with him, taking Rue with them. They watch Neeland's stateroom for six days before the latter ventures on deck for air. They seek for the plans in vain and finally poison his soup which the steward leaves in a corridor unguarded. When he falls unconscious, the Princess and Alak enter his room and search his effects.

Rue watches them a prey to doubt. She loves Neeland, but she also loves her country. She rejoices when the search is interrupted by the steward who bears a wireless message for Neeland.

Neeland reads the message and explains the truth to Rue. He takes Rue's suitcase to the Captain who places it in a safe. The Princess and Alak, finding the plans beyond their reach, plan to plant a bomb and escape to a German vessel lurking astern. They truss up Neeland and Rue, signal to the German vessel, light their bomb and escape overboard, ultimately reaching France.

Wresting her hands free, Rue takes Neeland's revolver, fires at the bomb, destroying the time mechanism, then at a water pitcher, the water extinguishing the flames. They are rescued by officers of the steamship and on their arrival in France, placed the plans in the hands of the French. Both are shadowed by the Princess and Alak and Rue kidnapped. She is taken to a German rendezvous and is about to be killed when Neeland arrives in advance of French Secret Servive agents. She is rescued, Alak leaps to death out of a window, and the Princess is slain by Apaches. Rue and Neeland come safely into the harbor of their mutual love.

MARION DAVIES in "The Dark Star"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 913, illustrated on page 4 of 'The Dark Star' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Catch Lines From "The Dark Star"

A Paramount-Artcraft Special Picture with Marion Davies

Taken From the Novel by Robert Chambers

For Use of Exhibitors on Slides, Advertisements and Other Forms of Exploitation

A Cosmopolitan Production Presented by Famous Players-Lasky Corporation.

A DARK star, speeding unseen through space, ruled at the birth of those destined to be flung into strange byways—into deeps and deserts.

* * *

He had tired of her sufficiently to prove unfaithful to his marriage vows at every opportunity.

* * *

Dully she was aware that she was leaving familiar and beloved things—childhood, girlhood, father and mother, Brookhollow—all were vanishing in flying dust behind her.

* * *

"Good evening, Eddie," she said, and struck him a staggering blow in the face with her white gloved hand.

* * *

"You dirty dog!" she said unsteadily. "You'll marry this girl before I've divorced you, will you?"

* * *

He took her by the waist and, tilting back her head, kissed her soft, warm lips.

* * *

"What the hell's the matter with you? Is it that little skirt you was buzzing?"

* * *

I bet you I marry that little girl in two weeks.

* * *

The next moment he had passed his arm around her and was half leading, half carrying her through a short hallway into a big, brilliantly lighted studio.

* * *

I might as well tell you now that what you have been stupid enough to do tonight is going to cost you your life.

* * *

"Who the devil's in there?" he called, flashing his electric pocket lamp . . . Full in the glare, her face as white as the light itself, stood a woman.

HE groped in his breast pocket for the automatic pistol, freed it, tried to fire it. But the weapon and the unnerved hand that held it fell on the carpet.

* * *

I'm employed—as you are. I'm working for the—the Turkish embassy.

* * *

I must think of mother and father—I must keep my disgrace from touching them.

* * *

He was seized in the powerful grasp of two men and jerked into the dark corridor.

* * *

Could I have given him enough to kill him?

* * *

He snatched a sheet from the bed, tore it into strips, walked over to Neeland, and deftly tied him hand and foot and gagged him.

* * *

Now, Karl, shoot him dead if he stirs!

* * *

Cabin and bridge are directly above us, and there will remain not a splinter as large as a pin. I know! I know my bombs!

* * *

"Now, do you believe that I can shoot?" she said, smiling.

* * *

Get away from that door, you blighter, or I'll mash your beak in!

* * *

The business I follow is a—a rotten game. We lay for Americans from the Embassy and from the Consulates. If necessary, we dope 'em and take their papers.

* * *

You have brought the Yellow Devil into Europe, M'sieu' Nilan. Where he rests there is war.

* * *

That worm! . . . Shall we, as you say in America, start something?

MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

If you want to use any of the illustrations on this page in your publicity, or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 6 of 'The Dark Star' press book."

9135

9136

MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

9132

Scene from "THE DARK STAR"
by Robert W Chambers
Paramount - Artcraft Special

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

If you want to use any of the illustrations on this page in your publicity or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 10 of 'The Dark Star' press book."

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

9136

9133

MARION DAVIES in "The Dark Star"
Paramount - Artcraft Special

9137

MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

9139

If you want to use any of the illustrations on this page in your publicity, or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 8 of 'The Dark Star' press book."

9134

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Scene from "THE DARK STAR"
by Robert W Chambers
Paramount - Artcraft Special

COSMOPOLITAN PRODUCTIONS,

"The DARK STAR"

BY ROBERT W. CHAMBERS WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY CORP. Directed by ALLAN DWAN

A Paramount-Artcraft Special

A scowling yellow idol! To the girl Ruhannah it was only a doll. She thought it fun to unscrew the ugly head and copy queer papers that were its "innards."

But when Ruhannah became a woman, and her Dark Star shot again through the heavens—then this baleful image plunged countless lives into a roaring whirlpool of adventure.

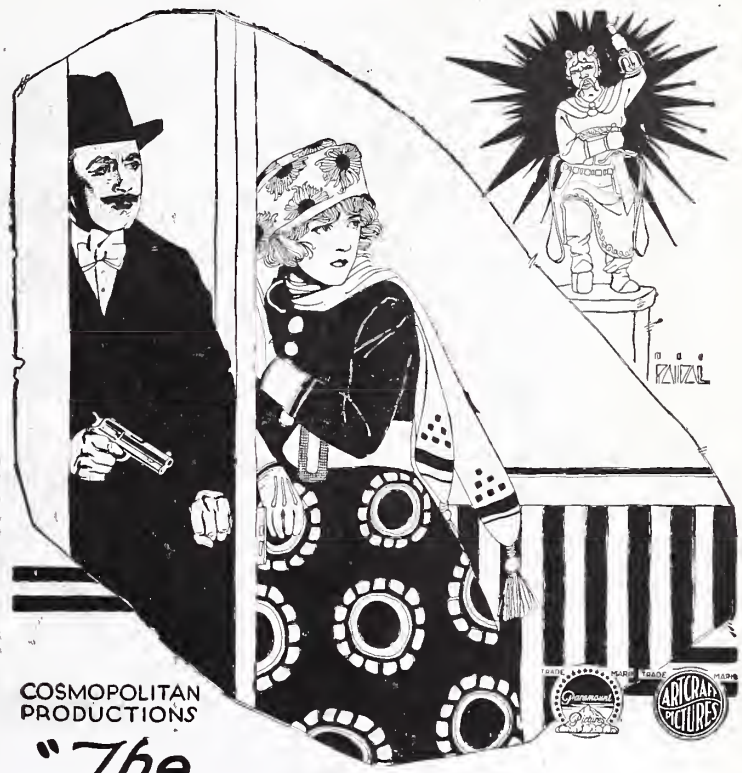
Daring deeds and love, mystery, crime and intrigue—all athrob in this fascinating picture-tale of "The Dark Star."

For Other Attractions

THEATRE
NAME HERE

Mon., Tues., Wed. — 11 to 11

THEATRE
NAME GOES HERE



COSMOPOLITAN PRODUCTIONS

"The DARK STAR"

BY ROBERT W. CHAMBERS, WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY Corp. Directed by ALLAN DWAN

A Paramount-Artcraft Special

THERE was no escape! The Dark Star ruled their lives.

A girl from a mission in Turkey, a boy from a New York village, a raven-haired daughter of Russia, a wayward son of the Caucasus—all swept together in a maelstrom of mystery and intrigue.

Through New York and Paris, over the Atlantic, into places high and low, the Dark Star led its victims, until—

But see it all for yourself in this brilliant picturization of Robert W. Chambers' great romance of love and fate and daring deeds.

Remainder of Program Here

ALL WEEK, 11 A. M. to 11 P. M.

Use These Ads!

ON this and following pages are advertising layouts one, two, three and four columns wide.

On the left is a small two-column layout for a running ad or for supplementary use.

Mats are free at your Famous Players-Lasky Exchange; electros at cost.

These ads will attract the public and the dollars. Use them!

THEATRE NAME

ALL WEEK, 11 A. M. to 11 P. M.

THEATRE NAME

ALL WEEK, CONTINUOUS, 11 A. M to 11 P. M.

COSMOPOLITAN PRODUCTIONS

"THE DARK STAR"

BY
ROBERT W, CHAMBERS
WITH

MARION DAVIES

PRESENTED BY
Famous Players-Lasky Corp.
DIRECTED BY ALLAN DWAN
Paramount Artcraft Special

BOUND fast! And plunged into a seething whirlpool of startling world events. Mystery, romance, plots of warring nations, amazing adventures in New York, in Paris, on the seas. Such was her fate, under the Dark Star. Until at last, Old Man Neeland's boy Jim and an ugly little Chinese idol—But come! See it all for yourself.

ROBERT W. CHAMBERS'
smashing tale of love, intrigue and daring deeds.

TRADE MARK Paramount Pictures TRADE MARK ARTCRAFT PICTURES

Advance Press Stories on "The Dark Star"

To Be Sent to the Newspapers Prior to and During the Display of the Great Picturization of Robert W. Chambers' Novel With Marion Davies

A Paramount-Artcraft Special

MARION DAVIES OF "THE DARK STAR" IS BEAUTIFUL DANCER

Career of Charming Player Who Is Featured in Paramount-Artcraft Special

MARION DAVIES who does the finest work of her screen career in the film version of that famous Robert W. Chambers story, "The Dark Star," which comes to the ..... theatre next ....., began to dance almost as soon as she began to work and her record as a dancer is almost as great as the one she holds undisputed as a beauty whose physical perfections have been internationally acclaimed by the world's greatest masters of the brush.

Her first public appearance was achieved in "Chin Chin" in which she obtained a role, against her parents' wishes and her success before the public was so instantaneous that she was quickly seized as one of the bewildering bevy of girls in the Ziegfield Follies. After this, to the popular success "O Boy!" she lent such exceptional support that film producers began to take notice and to ejaculate "O Boy, what a screen possibility!" As a result, Miss Davies adventured forth, in her first picture, which was well received.

"Being a picture actress is just a regular job," says Miss Davies, "I am at the studio every morning at 8:30; made up for my part before 9:00, I have an hour for lunch and at 5 o'clock I am usually through for the day. Sometimes, I work evenings, of course, but, I stick to my theory that 'movie work' comprises a 'regular job.'"

In "The Dark Star," Miss Davies has a role of exceptional force, that of a girl who is supposedly under the influence of an evil planet. The supporting players are numerous and all are well known in the screen world. The leading members of the cast include Norman Kerry, Matt Moore, Dorothy Green and G. Butler Clonbough.

TWO MEMENTOES OF WAR ARE PRESENTED TO MARION DAVIES

Leading Player in Robert W. Chambers' "The Dark Star" Deems them Priceless

MARION DAVIES who appears in the screened version of Robert Chambers' famous novel "The Dark Star" which is being looked forward to with unusual interest, and which is announced for the ..... theatre next ....., is in receipt of two war mementoes with which she would not part for any price, she says.

These were brought to Miss Davies when the Twenty-seventh made its triumphant reappearance in New York harbor and were presented to her on the day of the parade in New York of that division. One of the momentoes is a portrait of Miss Davies herself brought to her by her cousin, Lieutenant Edward Clarke. However, it is not in its original shape and could not be called by anyone a thing of perfect beauty. It is worn and torn; it was carried by Lieutenant Clarke all through the period of his active service.

The second souvenir is a shaft of this copper, about eleven inches high and two inches wide. Above a beautifully wrought cross is the Kaiser's crown. The whole is backed with four bullets, the spikes protuding from the shield. Lieutenant Clark recovered them from the dead body of a German, shortly after he had escaped from a dugout in which his revolver was shot from his hand.

In "The Dark Star," Miss Davies portrays the role of a girl who is presumably under the influence of an evil planet and whose life is one series of thrilling adventure. She is hounded by German Secret Service agents who plot her death but who themselves are punished by fate. There is a beautiful love story which is developed in Mr. Chambers' happiest vein.

"THE DARK STAR" DANCERS DIRECTED BY MARION DAVIES

Director Dwan Takes Back Seat During Filming of Big Special Picture

ALLAN DWAN who directed Marion Davies in "The Dark Star," which will be shown at the ..... theatre next ....., sat comfortably back in his chair for a short time during the filming of that picture, while Miss Davies herself, put the members of her cast through their paces.

The occasion was a new dance step called for in the story, and Mr. Dwan, quickly recognizing Miss Davies' knowledge of the terpsichorean art, gladly availed himself of her offer to act as dancing instructor to the other members of the cast. It will be remembered that Miss Davies sang and danced her way into the hearts of thousands of admirers through the musical comedy route less than two years ago, and although her time is now entirely devoted to pictures, she is a natural dancer and is able to achieve the most difficult steps with consummate ease and grace.

An excellent four piece orchestra played at the studio during the entire filming of the picture—Director Dwan believing it to be equally essential that the artists should have music while they are creating their parts as that the finished product should have its orchestral accompaniment. Miss Davies has had larger audiences, but it is doubtful if she has ever had a more enthusiastic one than that composed of her co-workers in this new production.

The consensus of opinion seemed to be that when motion pictures gained a star, the art of dancing lost an efficient exponent.

"The Dark Star" is a picturization of Robert W. Chambers' famous novel of the same name and is a most thrilling photoplay. The cast is adequate even to the minor roles.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE DARK STAR"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MATT MOORE WELL KNOWN AS PLAYER

Has Important Role in Chambers' "The Dark Star"

MATT MOORE, one of the famous Moore "boys" who himself has a stage and screen record for achievements scarcely to be equalled by any actor of his years now before the public, is brought prominently into the plot of the Paramount-Artcraft Special "The Dark Star," in which he is splendidly cast as Prince Alak. "The Dark Star," featuring Marion Davies, will be shown at the ..... theatre next .....

Matt Moore was born in Ireland in 1888; he was educated in Cleveland, O. and as a boy he showed remarkable histrionic talent. For seven years he played on the legitimate stage, playing opposite Florence Lawrence, Marion Leonard, and others. He directed many of the earlier Universal subjects and played opposite Mary Fuller for a long time.

Notable among his screen successes are "Twenty Thousand Leagues Under The Sea," "The Pride Of The Clan," "A Studio Cinderella," "Breaking The Family Strike," "She Married Her Husband," "One Bride Too Many," "Runaway Romany," "Still Jim" etc. His recent work in Marshall Neilan's "Unpardonable Sin" is exceptionally fine.

Life Belts in Picture

THE "jiffy" life belts, concieved and brought into use during the recent submarine troubles, play an important part in "The Dark Star," a picturization of Robert W. Chambers' famous novel featuring Marion Davies which is on view at the ..... theatre this week. They are seen for the first time on the screen in this story. Unlike the old fashioned belt they fit snugly under any type of garment, being flat and smooth until inflated. They may be inflated by pressing little tubes attached to one side, which releases the air. In the same manner the small tube, pressed again, draws the air from the belt and it returns to its original flat shape, when not in use.

WARD CRANE IN "THE DARK STAR"

Player Was Once Secretary to the Late Col. Roosevelt

WARD CRANE, who plays a leading role in the Cosmopolitan picturization of Robert W. Chambers' story "The Dark Star" featuring beautiful Marion Davies which comes to the ..... theatre next ..... was once upon a time secretary to the late Colonel Theodore Roosevelt and among his choicest treasures Mr. Crane preserves some autographed photographs presented to him, together with many souvenirs, by Colonel Roosevelt.

It was when Colonel Roosevelt was governor of New York that Mr. Crane served with him and even after Mr. Crane left the services of the distinguished statesman, Colonel Roosevelt frequently sent for him, to take down some particular speech or to read to him some passage from some volume, whose plot they had talked over during the lazy summer afternoons at Sagamore Hill. Colonel Roosevelt, Mr. Crane says, was greatly interested in pictures and often wrote him comments on his work in them. It was his intention to see Mr. Crane in "The Dark Star" when it was released, but death intervened.

Use Same Old Hulk

THE same old hulk which received a lot of attention when Mary Pickford's "Pride of The Clan" was released, was recently brought into use again, after it had lain idle for over a year in the Paragon Studios, Fort Lee, N. Y. It was Matt Moore, brother-in-law of Miss Pickford, who worked with her in "Pride O' The Clan" and who plays so important a role in "The Dark Star" which has scored so notably at the ..... theatre this week who reminded Director Allan Dwan of the presence of the old hulk in the studio, when plans were made to build the large boat on which so much action of "The Dark Star" takes place. The hulk was used as a foundation for the boat.

MARION DAVIES GIVES VILLAGERS A TREAT

Unusual Incident During Filming of "The Dark Star"

AND while we are on the subject of clothes and shopping, Marion Davies gave the natives of Hackensack, N. J. a treat recently when making "The Dark Star" in which she will appear at the ..... theatre next ..... She appeared dressed in what she considered appropriate clothes for a country maiden. Director Allan Dwan gave her the once over and said:

"Where did you get them?"

"New York," responded Miss Davies.

"Looks the part. You aren't a New York girl—you are supposed to be a country girl. Come on with me to Hackensack and I will help you to select a proper wordrobe."

Marion trotted with Mr. Dwan obediently to Hackensack and gave the natives at the main store in the town a treat. They crowded around her, waiting to see her purchases and she did her best to please them.

"I am buying clothes for a wedding," she volunteered.

And all the world loving romance, they crowded around her to see what the bride would wear.

In "The Dark Star" Miss Davies is nearly married, but saved by the wife of her would-be husband This is an exciting incident of Robert W. Chambers' famous novel. The cast is high grade.

A Thrilling Photoplay

THE big Paramount-Artcraft Special, "The Dark Star," based upon Robert W. Chambers' famous novel of the same name, is a thrilling photoplay and has scored a decided hit at the ..... theatre this week. Marion Davies has the chief role, that of a girl who lives under the influence of an evil planet. There are numerous dramatic scenes all of which grip and hold the interest as by a spell. The picture is distinctly worth while.

To Famous Players Lasky Corp., (Address Branch Office)_____Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides Each .12	Scene Cuts Coarse Screen Only: 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts Fine and Coarse Screen: 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

These Ideas Will Help You To Exploit the Paramount-Artcraft Special "The Dark Star"

THERE are so many unusual features in "The Dark Star" that it will be an easy matter to exploit it with striking stunts and lobby displays.

The picture gets its title from the Dark Star Erlik, a "dead" planet, which is supposed to have an evil effect upon those born under its influence. Among the children of this "Black Racer of the Skies" are all the main characters in the story.

From metal that has fallen from the Dark Star, an idol was made in ages past. This idol brings misfortune to its possessor and war to the nation where it rests. Within it, throughout the action of the picture, are concealed plans of Turkish forts, in quest of which the spies of rival nations, and persons whom they implicate, cause the many thrilling situations of the plot.

Play up a dark purple star and this idol in your advertising and in your theatre. You will find illustrations of both in this Press Book.

A large purple star, made of cardboard or papier maché, and bearing an announcement of the picture, will make a striking sign to hang over the front of your theatre.

Go to a curio shop or an antique dealer and buy or rent an image that resembles the one used in "The Dark Star." Set up this image under a purple canopy in your lobby and attach a card bearing some such legend as this "I am Erlik the Baleful—cause of startling deeds in 'The Dark Star.'"

With dark purple stars as decorations hanging from the ceiling or on the walls, with the canopied idol, and with other bizarre furnishings or bric-a-brac in keeping with the Turkish or Eastern element in the picture, you can make a very effective lobby.

Use a gong to open your picture and at other fitting places in your program. If it is possible, with your lighting system, to produce weird effects, do so. Play up the wierd, supernatural and mysterious all you can.

Dress your ushers as Turkish men or women, with the flowing bloomer type of costume.

If you wish to use a street bally-ho, either have a bronze-colored papier maché idol made, or pose some one costumed as an idol, perhaps, with face veiled to lend mystery, and place this figure on a float under a dark purple star. The "worshippers" may be costumed as Turks or women of the harem. Attach a sign reading: "The Dark Star—see it at the ..... Theatre!"

In your programs or newspapers, before you show the picture, run little "ticklers" such as: "The Dark Star is coming. Watch for it!"

Have your book stores make window displays of Robert W. Chambers' novel, "The Dark Star,' accompanied by cards announcing the picture at your theatre.

Your own ingenuity and local conditions will suggest other ways to exploit this remarkable attraction.

Big Scenes in the Picture

MADDENED TURKS WRECK AMERICAN MISSION IN CONSTANTINOPLE

Mob Kills German Spy in Turkey.

Maddened Turks wreck American mission in Constantinople.

Mob kills German spy in Turkey.

Rue Carew, missionary's daughter, is saved from mock marriage with bigamist when "bridegroom's" lawful wife attacks him in New York hotel.

Turkish and German spies plot to use Rue in recovering plans of Gallipoli forts, concealed in idol which her father brought from Turkey.

Girl, in night attempt to procure plans, is surprised and balked by Jim Neeland, her childhood friend and sweetheart.

Teuton agents drug Neeland, bind and gag him and Rue on ocean liner, and set time bomb to blow up vessel, crew and passengers.

Spies, going over side of ship before she reaches port, make thrilling escape.

Rue, on floor of cabin, writhes toward revolver, and with hands still bound, shoots to pieces the clock that controls bomb.

German agents attack Rue and Neeland in Paris street, seize case containing idol, and abduct girl in motor car.

Neeland rescues Rue from private room of Café des Bulgars just as she is about to be shot.

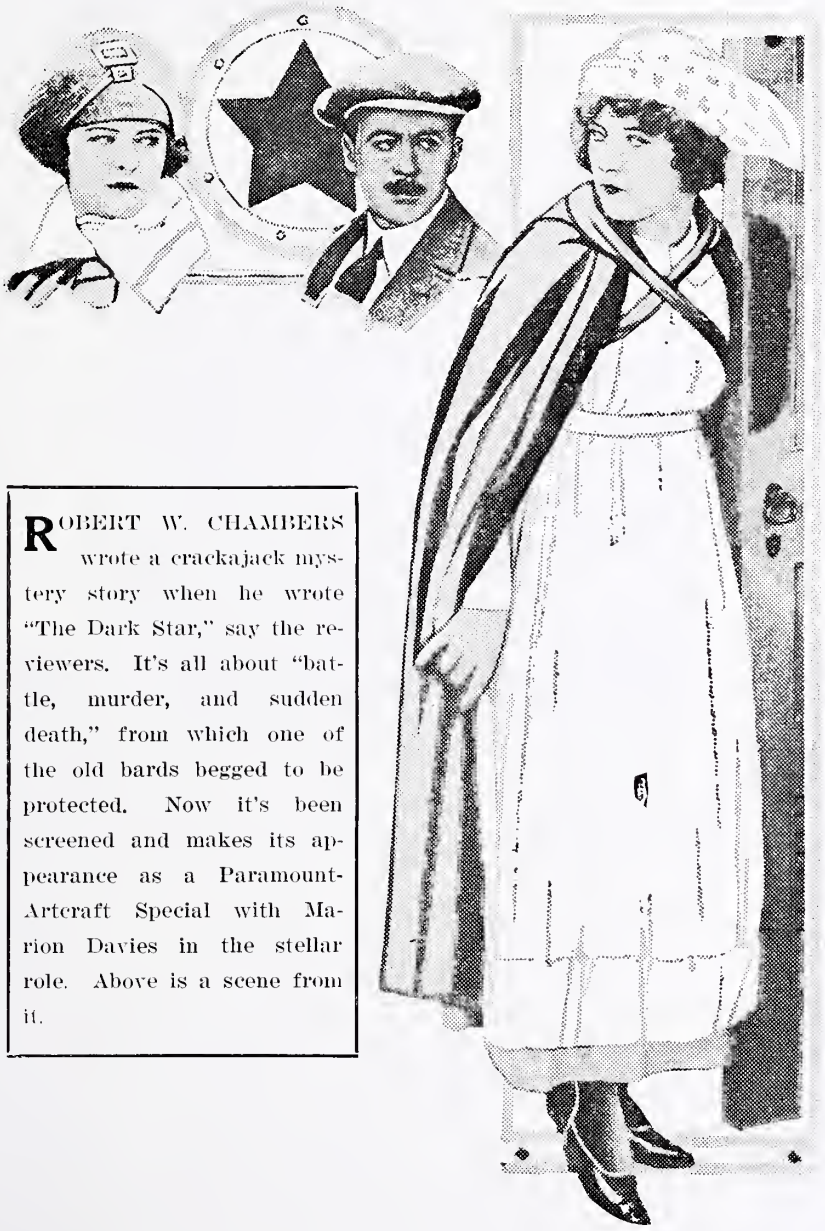
French police sweep down upon café, and in terrific raid, kill or capture enemy plotters.

Princess Naia, leader of Teuton agents, is stabbed by Paris Apaches.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

THE DARK STAR



ROBERT W. CHAMBERS wrote a crackajack mystery story when he wrote "The Dark Star," say the reviewers. It's all about "battle, murder, and sudden death," from which one of the old bards begged to be protected. Now it's been screened and makes its appearance as a Paramount-Artcraft Special with Marion Davies in the stellar role. Above is a scene from it.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat To Your Newspaper Today! It Is Free!

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Dark Star"

.....1919

Dear Miss Ogden:

I wonder whether or not you've read Robert W. Chambers' mystery story, "The Dark Star." It ran as a serial in the Cosmopolitan from September, 1916, to June, 1917, and has since been published in book form.

If you've read it, you'll be delighted to know that it has been put on the screen as a Paramount-Artcraft Special with Marion Davies in the star role. It will be shown here from ..... to .....

If you haven't read it, let us tell you something about it without revealing too much: the chief characters were born under "The Dark Star," and their lives are fraught with danger until the prophecy of Erlik, Prince of Darkness, is fulfilled.

That's too mysterious, you say. But it's not so mysterious as the picture. The film will grip you from its sinister beginning until the very last foot.

Mayn't we expect you here one of the days of the showing?

Cordially yours,

..... Manager

Post Cards on "The Dark Star"

Exhibitors will be wise to mail at least one of these Cards to their patrons

.....1919

Dear Miss Ogden:

"The Dark Star," that famous mystery story by Robert W. Chambers, has been screened as a Paramount-Artcraft Special, with Marion Davies in the stellar role. It comes here ..... for a run of ..... days.

Yours cordially,

.....Manager

.....1919

Dear Miss Ogden:

Marion Davies makes her first appearance as a Paramount-Artcraft star in a screen version of Robert W. Chambers' famous story, "The Dark Star." The film comes here to-day for a run of ....., and we hope to see you one of the days of showing.

Yours cordially,

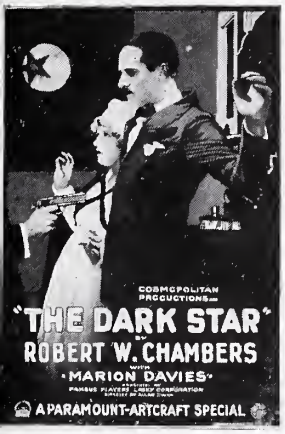
.....Manager

If Letter will not serve, use one of Post Cards. IT WILL PAY!

ADVERTISING POSTERS AND SLIDE

Twenty-Four Sheet

SLIDE



One Sheet

Six Sheet

One Sheet

Three Sheet

How will You Advertise "THE DARK STAR"

BIG!

How Big?

POSTERS!!!

1 sheets—3 sheets—6 sheets
Twenty-Four Sheet

All over town! Everywhere!

Three Sheet

That's the way to turn 'em away—every show.

denied in his latest production.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 10

A Sporting Chance

Scheduled Release Date: **27 Jul 1919**

HELPS THAT REALLY HELP YOU TO PUT ACROSS

ETHEL CLAYTON

IN

"A SPORTING CHANCE"

By Roger Hartman — Scenario by Will M. Ritchey — Directed by George Melford

Presented by Jesse L. Lasky

A Paramount Picture

Advertising Layouts

Billboards And Posters

Advance Publicity Stories

Current Publicity And "Shorts"

Scene Cuts From Production

Material For Your Program

Newspaper Story Mats

Stills, Slides, Star Cuts

ETC.

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

...as her chauffeur. ...denced in his latest production.

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — AD CUTS and MATS

Data of Value Concerning Ethel Clayton and Her New Paramount Picture, "A Sporting Chance"

TALENTED, magnetic and charming, Ethel Clayton is one of the most popular of screen stars. She has an enormous following of motion picture fans, as exhibitors who displayed "The Mystery Girl," "Maggie Pepper," "Men, Women and Money," can testify. All of her starring vehicles are sure-fire winners and it is a certainty that her latest offering, "A Sporting Chance," will prove no exception to the rule.

Ethel Clayton, Star

ETHEL CLAYTON is not only beautiful, but she is an artist to the finger tips. She is temperamentally fitted to portray with rare artistic effect ingenuous roles, such as Carey Brent which she essays with delightful results in "A Sporting Chance." Miss Clayton is a conscientious player whose characterizations are the result of intelligent and discriminative observation, reinforced by a thorough knowledge of the rudiments of her art. Her womanly traits, her artistry and personal charm make her a screen figure of rare attractiveness and her popularity increases with each new appearance on the silver sheet.

Roger Hartman, Author

ROGER HARTMAN is author of the story, "Impulses," of which "A Sporting Chance" is the picturization. It was published in Snappy Stories Magazine. It is a clever subject cleverly handled and it speaks well for Mr. Hartman as a writer of modern fiction.

Will M. Ritchey, Scenarist

WILL M. RITCHEY, whose work as scenarist is well known to Paramount audiences, adapted "Impulses" for the screen. As a writer of excellent continuity, Mr. Ritchey stands in the front ranks of his profession, and in this instance he has done the best work of his career.

TABLE OF CONTENTS

George Melford, Director

GEORGE MELFORD, a veteran director known to screen players as "Uncle George," is a master craftsman whose genius is amply displayed in every scene of "A Sporting Chance." His productions invariably are characterized by excellence and drawing power, and his name is a magnet that at once draws the public and wins even the most conservative exhibitor.

A Story of Impulses

CAREY BRENT is a girl who puts into execution nearly every impulse which seizes her mind. As a result, her chauffeur throws up his job, and Carey, herself, has to drive her father down to catch his train. Returning home, one of the tires of her car is punctured. While she is attempting to change the tire, Paul Sayre, whom she thinks she recognizes as the notorious "Harry the Duke," appears and gallantly changes the tire for her. Obeying an impulse to reform him, she hires him as her chauffeur. Arriving home she finds Ralph Seward, a society idler, visiting Pamela, her step-mother, a bride of six months. Fearing Seward is trying to steal Pamela from her father, Carey changes her saucy attitude towards him to one of fascination. The change in Carey is much to Seward's liking. When Pamela urges Carey to let Seward alone, Carey thinks her jealous. The truth is revealed when Carey overhears a telephone conversation between the two, from which she learns that Seward holds some love letters written by Pamela before her marriage and demands Carey as his price of silence. Paul, in a booth next to Seward's, overhears the same conversation. Carey goes to Seward's apartment to get the letters. Seward catches her there and forces his attentions upon her when Paul appears. He pretends to have found the letters, and Seward, deceived by this ruse, discloses their hiding place. Paul holds Seward while Carey gets the letters. Carey asks Paul the meaning of a report that "Harry the Duke" has been recaptured. He informs her he is not that person at all, but just yielded to an impulse to let her believe he was so he might be near her. They then come to an understanding.

Supporting Players

JACK HOLT plays the leading male role in support of the star. Herbert Standing plays Peter Brent, father of the heroine, and Margaret Green is seen as Pamela Brent, her step-mother. Howard Davies plays the heavy role.

Paul Perry, Photographer

PAUL PERRY, a highly capable cameraman, photographed the scenes of "A Sporting Chance." Mr. Perry has "shot" some of the best motion pictures extant and his skill is amply evidenced in his latest production.

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

ETHEL CLAYTON
in "A Sporting Chance"
A Paramount Picture

Your Exchange has ten stock heads of Ethel Clayton, in electro or mat form, suitable for use with any Ethel Clayton picture.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9015, illustrated on page 2 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9019, illustrated on page 2 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

ETHEL CLAYTON in "A Sporting Chance"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A Sporting Chance"

..... 1919

Dear Mrs. Swing:

Do you believe in acting on impulses?

Carey Brent did—and for a long time she was considerably worried as to whether she had done the right thing.

Carey needed a chauffeur very badly. Her own chauffeur, peeved at something—quit. And Carey could run a machine all right, but when it came to changing a tire—oh, but she wished for a man to help her.

One came along and offered to. And she let him in spite of the fact that she believed him to be a convict of whom she had read. Then she gave him the chauffeur's job. And when she read in the papers that "Harry, the Duke," had escaped from jail, she wondered a good bit about her duty.

But she didn't give him up. That would have been giving up her faith, too. But she didn't know—

Oh, we envy you for not having seen this yet. We know what the joy of it will mean to you. Ethel Clayton stars in it: "A Sporting Chance," and it comes here ..... It's a Paramount!

Yours very truly,

....., Manager

Post Cards on "A Sporting Chance"

Exhibitors will be wise to mail at least one of these Cards to their patrons.

..... 1919.

Dear Miss Swing:

"A Sporting Chance" is the catchy title of Ethel Clayton's latest Paramount picture, which comes here .....for a run of..... It's about a girl who obeyed her impulses.

If you obey yours, you won't miss seeing it. And you will be as glad as she was.

Yours very truly,

....., Manager

..... 1919.

Dear Mrs. Swing:

Ethel Clayton's newest Paramount picture, "A Sporting Chance," comes here to-day. You don't even take that in coming to see it, for you know it's good.

Of course, we recommend the photoplay to you highly. Come early.

Yours very truly,

....., Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	

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Advertising layout cuts. Same price as Scene cuts.

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Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

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(Name of Exhibitor)

(Address)

ETHEL CLAYTON

Paramount Star Describes Her Role in

"A Sporting Chance"

Carey Brent a Girl of Strong Impulses Some of Them Good, Others More or Less Whimsical * * * Story of Photoplay, She Thinks, is One of Exceptional Strength Having Great Heart Appeal.

A beautiful girl tripped onto the set at the Lasky studio. She was one of those personalities whose entrance always causes a stir, and who stands out prominently in a crowd.

Ethel Clayton, the girl in question, was attired in a natty motoring suit which included coat, breeches and puttees. She wore a tailored soft collar and a black tie. A fluffy little bunch of beautiful auburn hair peeped out from under each side of her hat. There was an alertness about her every move that impressed one with a sense of exhilaration.

When one looks at Miss Clayton one gets the impression of aristocratic dignity. When she talks she unconsciously commands attention, and whoever is being addressed feels that he is being favored above his fellows.

Miss Clayton is a strict exponent of the policy of minding one's own business. She is cordial, sincere and broad-minded to the highest degree.

"Tell me about your new picture —the one you are making now," I said to her.

"In this story," she began, "I am a girl of strong impulses—that is, the mere suggestion of a thing in my mind immediately produces a desire to put the suggestion into action. Some of these impulses might be for the best, others might produce an undesirable result. But Carey Brent, the character I portray, carries out her every impulse with a determination rare in women."

"Pardon my interruption, but perhaps you will delve into the mysteries of what constitutes an impulse—what causes it and why."

"What is an impulse?" she mused. "Suppose you pass a poor maimed man on the street. As you pass by you see his plight—he holds his hat out and looks pleadingly up to you. You have seen and through your sense of sight a suggestion is born in your mind which awakens fancies as to how you would feel were you in his condition. From this suggestion grows the impulse. Some force seems to seize you and command action. Your hand goes down in your pocket, you take out a coin and drop it in his hat. But," she added suddenly, "I am forgetting about my story.

"Carey Brent," she resumed, "is a girl in whose mind this power of suggestion is dominant. Therefore, when a supposed convict accosts her on a country road and gallantly changes a punctured tire for her an idea occurs to her. Why not reform him? He's a pretty nice convict. What if he does look just like the notorious 'Harry the Duke,' whose escape has been reported. The suggestion immediately commands the action and Carey hires him as her chauffeur.

"Later, thinking a society idler named Seward is trying to steal Pamela, her step-mother, a bride of six months, from her father, who is away, she impulsively vamps Seward away from Pamela. She overhears a telephone conversation between the two wherein she learns that Seward, by means of some of Pamela's old love letters, is blackmailing her and demanding Carey as his price. She now knows that Pamela is innocent.

"Again, impulsively, she goes to Seward's apartment to get the letters. He enters, catches her in his rooms and tells her she must promise to marry him before he will allow her to leave. But fate is kind to Carey, and Paul, her convict-chauffeur, who has also overheard the telephone conversation between Seward and Pamela, has also hurried to the apartment to get the letters, and now steps out and rescues her from this predicament.

"They secure the letters and the story finishes by disclosing that Paul is not 'Harry the Duke,' but just one of his victims. The biggest impulse of her life now comes to Carey—but I suppose you have already guessed this one."

The picture is based upon "Impulses," a story by Roger Hartman, which recently appeared in the Snappy Stories magazine. George Melford directed the production.

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9010, illustrated on page 4 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

ETHEL CLAYTON
in "A Sporting Chance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9014, illustrated on page 4 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

ETHEL CLAYTON in "A Sporting Chance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9011, illustrated on page 6 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

ETHEL CLAYTON
in "A Sporting Chance"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "A Sporting Chance"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Ethel Clayton's Latest Photoplay

A Paramount Picture

Ethel Clayton Has Charming Role of Impulsive Girl In Her New Paramount Picture, "A Sporting Chance"

Story of Photoplay Original and Clever and Provides Popular Star With a Highly Interesting and Dramatic Characterization.

CAREY BRENT'S impulses lead her into many difficulties, and when she sympathetically entrusts six fighting caddies to the care of her chauffeur, he throws up his job, so, of necessity, Carey herself drives her father, Peter Brent, to the station, he being in a hurry to catch a train.

On the way home a tire is punctured as the result of glass carelessly thrown on the road. While Carey is preparing to change tires, a disreputable man accosts her, and in him she thinks she recognizes Harry the Duke, an escaped convict of whom she has read in the papers. He changes the tire for her and Carey, through an impulse to reform him, offers him a position as chauffeur. The man, Paul Sayre, accepts, and Carey takes him home with her.

After showing Paul his quarters over the garage, Carey enters the house and finds her stepmother, Pamela Brent, entertaining Ralph Seward, a society idler. Carey dislikes Seward. Carey takes Pamela out to see the new chauffeur, Seward following. Paul, resenting Seward's insinuating remark, hits him with the garage door, and the latter leaves angrily. Pamela, troubled, runs after him and he tells her he will come again, when Carey's not around to bother them. Carey watches them, puzzled, wondering what is between the two.

One night, returning home after a drive with Paul, Carey sees Pamela and Seward together in the arbor. Her suspicions are strengthened and she determines to separate the two for the sake of her father. Her attitude toward Seward changes and she becomes very fascinating. Seward is surprised but accepts the change gladly and without question. Pamela protests, slandering Seward to Carey, but the latter regards it as a sign of jealousy. Paul also watches jealously.

One day Carey accidentally overhears a telephone conversation between Pamela and Seward and learns that he has some innocent love letters written by Pamela to a former sweetheart of hers. He has been blackmailing Pamela—and now he demands Carey as the prize. Pamela is frantic, but refuses.

Paul, in the next booth to that of Seward's, also overhears the conversation, and his dislike for Seward increases. He leaves before the conversation is over.

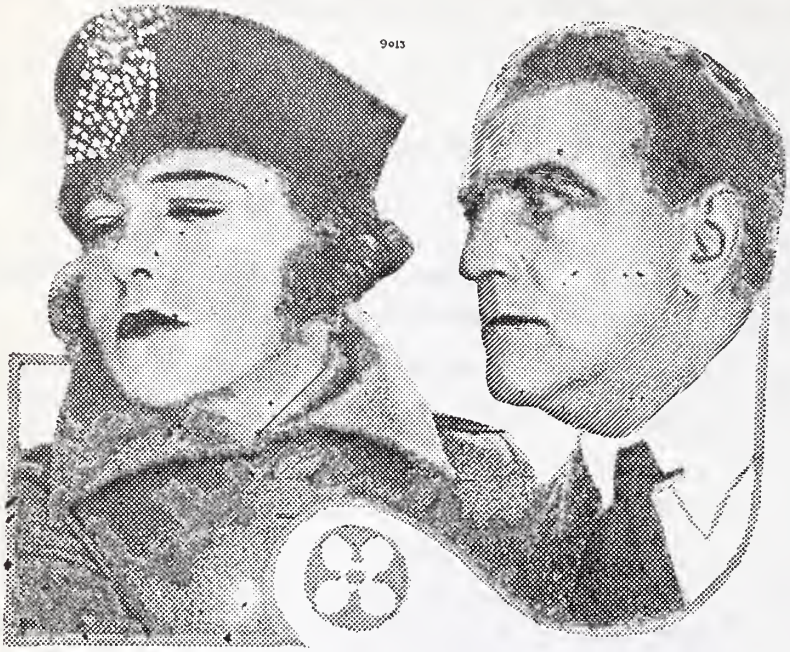
Carey impulsively determines to help Pamela and drives to Seward's apartment. On the way, she sees a bulletin stating that Harry the Duke has been recaptured. She is disturbed but is in too great a hurry to think much about it. Seward is not at home but Carey persuades the telephone boy to admit her to the apartment where she starts searching for the letters. She is interrupted by Seward's entrance. He thinks he has Carey in a trap and tells her she will agree to marry him before she leaves. Carey angrily defies him but she realizes that her impulses have gotten her into real trouble this time. She is in despair when Paul walks out from the next room and saves her from Seward. Paul cleverly announces that he has found the letters, and Seward, anxious and fearful, betrays the hiding place. This is exactly what Paul wants, and he holds Seward while Carey gets Pamela's letters and those of other victims.

Not until Carey arrives home does she realize that Paul, alias Harry the Duke, was supposed to have been recaptured. He can deceive her no longer and confesses that he is only a humdrum broker and had been the victim of the real Harry. Carey wants to know why he didn't tell her at first—and he explains that he yielded to an impulse to be near her as a romantic burglar-chauffeur. Carey looks at him lovingly as she says, "You know, Dad comes here tomorrow—and we'll have a frightful lot of explaining to do!"

"A SPORTING CHANCE"

The Cast

Carey Brent.....Ethel Clayton
Paul Sayre.....Jack Holt
Peter Brent..Herbert Standing
Pamela Brent..Margaret Green
Ralph Seward..Howard Davies



ETHEL CLAYTON in "A Sporting Chance"
A Paramount Picture

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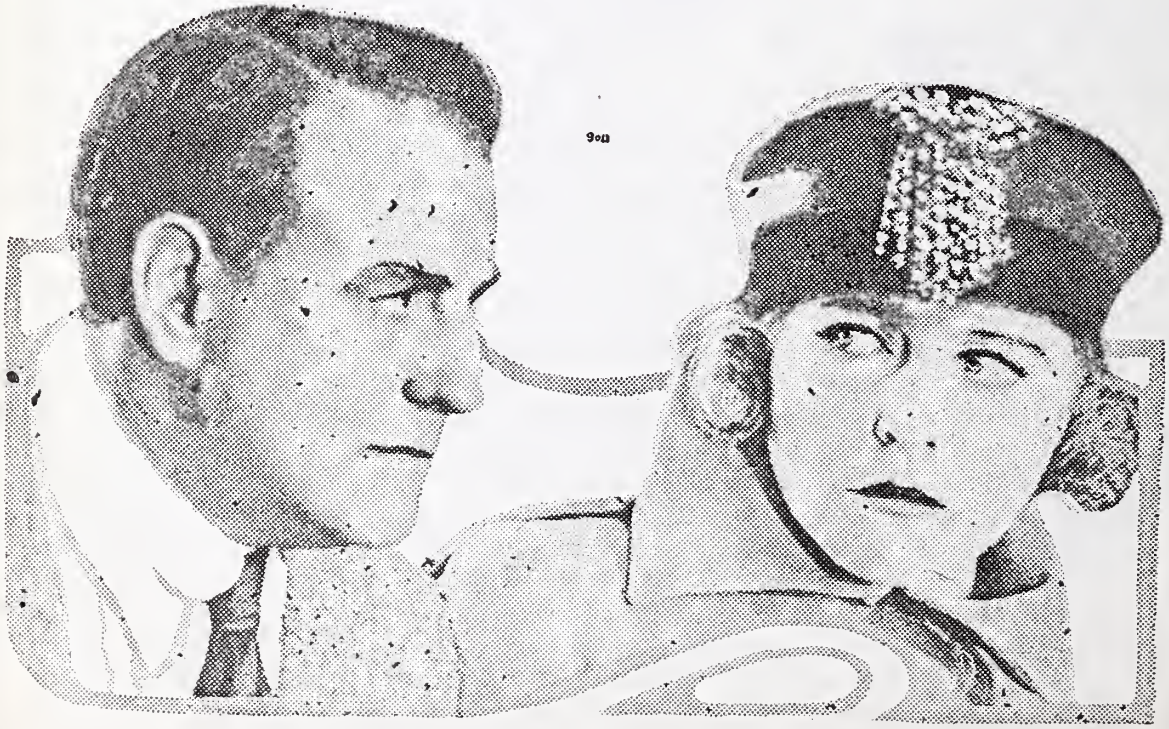


ETHEL CLAYTON in "A Sporting Chance"
A Paramount Picture

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

IT has been said that all the world can be seen in a modern moving picture studio and that the customs and different circumstances which mark time from the beginning to the present day are all there presented at one time or another. The truth of this statement seems to be authenticated by two sets constructed for the Paramount-Artcraft Special production, "Peg o' My Heart," produced at the Lasky Studio under the direction of William C. DeMille. The two settings represent perhaps the humblest and most lavish and magnificent of human habitations, and although separated theoretically and imaginatively by thousands of miles of distance and by several strata of English society, they closely adjoin, the boundaries of one being not more than four feet from the other.

* * *

"From Cocoon to Kimono," a recent Paramount-Burton Holmes Travelogue, shows some of the wonders of Japan's silk industry. One sees the skilful pickers stripping the leaves from the mulberry trees and cutting up the food for the worms. The hatching of the silkworms from the eggs and the development of the cocoons from which the silk thread is taken are shown upon the screen, enabling one to appreciate the time and trouble required in the making of the silks required for milady's gowns.

* * *

Those of a scientific or artistic turn of mind will find their chief interest in the current Paramount-Bray Pictograph centered in the topic, "A Giant in Fairyland," which takes the spectator behind the scenes in the American Museum of Natural History, New York City, and shows the fabrication in glass of the marvelous models of strange sea plants and animals in glass.

* * *

A Paramount-Mack Sennett comedy edition of "Uncle Tom's Cabin" threatens to be the funniest comedy ever filmed on the Sennett lot. Ben Turpin, whose eyes are cut on the bias, appears as leading man; Charles Lynn is a Simon Legree, ferocious enough to drive strong men into shivers of terror; and Marie Prevost is the leading lady. Teddy is getting all set to cross the ice after Elisa.

Exclusive Stories For Photoplay Editor From ..... Theatre

F shortly, inasmuch as that section LATBUSH will break into fame of Brooklyn furnishes the chief locale for Enid Bennett's latest Paramount picture, which was produced at the Thomas M. Ince studio. C. Garner Sullivan wrote the story and Fred Niblo will direct. Niles Welch and Lloyd Hughes will have the two leading masculine roles.

* * *

In "Rose of the River," a Paramount picture in which Lila Lee stars under the direction of Robert Thornby, is a scene depicting a barn dance of the good, old-fashioned sort that should appeal to every person who has lived in a country town and indulged in the pleasures of youth under such circumstances. The story is by Kate Douglas Wiggin.

* * *

"True Heart Susie," the newest D. W. Griffith production for Artcraft, is said to be a classic constructed by the great director from a simple story. A simple story, but a real one: the romance of a plain girl. Lillian Gish plays the girl, Robert Harron the man and Clarine Seymour "the other girl."

* * *

How to keep the Sennett girls from feeding Teddy, the great Dane dog, with chocolates, is a great problem of the Sennett studio. There are stern decrees all over the studio; Teddy has a special attendant to watch him; but still Teddy continued to acquire a fat tummy and laziness from too much classy food. Consequently Mr. Sennett has had a little house built for Teddy on one of the big stages. It has two rooms witr a bedroom and a lounging room and, most important of all, a big screen between Ted and the girls.

The big dog's diet is as carefully regulated as a prize fighter's. This is necessary to keep the big fellow alert and full of pep.

* * *

Barbara Castleton, noted screen beauty, will play an important part in "Peg o' My Heart," the Paramount-Artcraft Special in which Wanda Hawley has the title role. Miss Castleton, of Arkansas origin, leaped to stage fame in "It Pays to Advertise," with Wallace Reid as star. He has played the lead in many photoplays.

Exclusive Stories For Photoplay Editor From ..... Theatre

TWO gorgeous wedding scenes have just been staged at the Lasky studio in Hollywood. A small army of decorators, florists with hundreds of dollars' worth of fresh flowers, specially designed gowns for brides and bridesmaids, and large orchestras to play the wedding march were used for these elaborate scenes. The weddings were staged for "The Love Burglar," a Paramount picture starring Wallace Reid, and "Love Insurance," with Bryant Washburn. In staging the wedding for the Paramount-Artcraft Special, "The Woman Thou Gavest Me," the service was directed by a real minister, Rev. A. F. Randall, of the Episcopal Church.

* * *

Marguerite Clark has declared her intention of seeing everything worth seeing while sojourning in California. And so, having completed her Paramount picture, "Girls," from Clyde Fitch's famous comedy, she spent a week with friends at Palm Springs with her husband, Lt. H. P. Williams.

* * *

Perhaps it's an invitation; perhaps it's a defi to newspaper paragraphers; but anyhow, Mack Sennett has tempted Providence by starting a chicken farm. Not blonds but real chickens—Plymouth Aocks and such.

The chicks were bought originally to be used in a comedy; but they all went to work raising families. Mr. Sennett finally decided they might as well go systematically to work in the egg business. So on the hill back of the studio in Los Angeles, he has laid out a regular chicken ranch.

* * *

Donald Crisp, Bryant Washburn's director, is one of the most popular directors on the Lasky lot with the visitors. Mr. Crisp is a veteran actor himself and every time a scene is about to be filmed, he first goes through the action himself, explaining at the same time to the character, how it is to be done. Every time Mr. Crisp is about to direct a scene a crowd of visitors are ever to be found around his set. Whether the part be that of a love-sick old maid or a giddy young girl, Mr. Crisp is equally proficient.

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

ETHEL CLAYTON in "A Sporting Chance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9012, illustrated on page 8 of the 'A Sporting Chance' press book.' Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Dorothy Dalton (in electro or mat form) that are suitable for use with any Dorothy Dalton picture.

ETHEL CLAYTON
in "A Sporting Chance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9016, illustrated on page 8 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9018, illustrated on page 8 of the 'A Sporting Chance' press book." Specify whether you want an electro or a mat.

ETHEL CLAYTON
in "A Sporting Chance"
A Paramount Picture

Theatre Name

Jesse L. Lasky, Presents

ETHEL CLAYTON IN "A Sporting Chance"

A Paramount Picture

HERE is an especially good Ethel Clayton picture. She meets a man in prison stripes on a deserted road, takes an intense liking to him, shields him from his pursuers and—

What do you suppose she gets for her trouble? Oh, boy! Romance! "A Sporting Chance" is filled to the brim with it! Try to come!

ALSO

"HEARTS and FLOWERS"

Paramount-Mack Sennett Comedy

Paramount-Bray Pictograph

in "A Sporting Chance"

A Paramount Picture

By Roger Hartman Scenario by Will M. Ritchey Directed by George Melford

SHE was in a ticklish predicament. Stood there and told that prison guard that she had seen no one, while all the while she knew that his quarry was right under her car!

She didn't know his feet were where they were though! Come to see what happened. It's a wonderful romance!

Theatre Name

Exhibitors!

HAVE you ever seen so much advertising value in such small space before? That's why you ought to use these small cuts during the last few days of your run on "A Sporting Chance."

SHOWS AT 1-3-5-7 & 9	THEATRE NAME	All Week

By Roger Hartman — Scenario by Will M. Ritchey — Directed by George Melford

in "A SPORTING CHANCE"

A Paramount Picture

SHE knew that she took a chance of going to jail herself if she heeded his request, but something in his eyes reached her heart and—

She gave in! There an then began the strangest romance the screen has ever seen. Society bud and common thief! And with the climax comes a twist of fate that is startling, sublime and—not to be missed!

Advance Press Stories on "A Sporting Chance"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Ethel Clayton's New Photoplay.

A Paramount Picture

ETHEL CLAYTON AN IMPULSIVE GIRL IN 'A SPORTING CHANCE'

Saves Woman from Blackmailer and Reforms Supposed Convict

HOW a girl reforms a man she believes to be an escaped convict and saves her step-mother and herself from a scheming blackmailer, posing as a society man, is graphically depicted in "A Sporting Chance," a new Paramount picture, starring Ethel Clayton, which will be presented at the ..... theatre next ..... The picture presents Miss Clayton in the role of Carey Brent, a girl who is a slave to every impulse that possesses her.

While changing a punctured tire on her car, on a country road, a man she supposes to be a convict suddenly appears and offers to change the tire for her. An impulse to reform him comes to her and she hires him as her chauffeur. Arriving home, she finds her step-mother receiving the attentions of a society idler named Seward. Again obeying an impulse she proceeds to vamp Seward so he will not steal her father's bride.

Overhearing a telephone conversation, she learns that Seward by threatening Pamela, her step-mother, with some of her old love letters which he holds, is demanding that she help him to win the hand of Carey. She goes to Seward's apartment to get the letters and while searching for them, Seward enters and demands that she promise to marry him.

Paul, who has also overheard the telephone conversation, steps out from the next room, saves Carey, and by a clever ruse makes Seward disclose the hiding place of the letters.

Carey now learns that Paul is not the notorious convict she believed him to be, but just one of his victims, and, well, you know the rest. Jack Holt is leading man.

EVER MEET CONVICT ON LONELY ROAD? DID YOU FLEE OR FAINT?

Ethel Clayton Answers Bravely in Her Latest Photoplay, "A Sporting Chance."

IF you were driving along a country road in a roadster and punctured a tire, and were confronted by an escaped convict, stripes and all, whom you immediately recognized as a notorious prisoner you have been reading about, would you desert the car, convict and all, and make a quick getaway, or perhaps fall in a dead faint?

When the convict gallantly offers to change the tire for her, it made a world of difference to Ethel Clayton, playing the role of Carey Brent in "A Sporting Chance," a new Paramount picture which will be shown at the ..... theatre next ..... So impulsive is Carey that she determines to reform the man and hires him as her chauffeur.

This supposed convict turns out to be pure gold at the finish and helps Carey defeat the schemes of a society blackmailer against herself and her father's youthful bride—Carey's step-mother. At the finish it develops that her chauffeur is not the convict she supposed him to be, but just one of that man's victims who had been imprisoned unjustly. He plays the game right along to humor the girl's whim of reformation. His efforts at romance are rewarded, too, from the expression on the heroine's face at the finish of the picture.

This photoplay is based on a story written by Roger Hartman, which recently appeared in the Snappy Stories Magazine. George Melford directed, Paul Perry filmed the scenes and an excellent cast, headed by Jack Holt, supports the star.

QUICK WIT OF GIRL FOILS SCOUNDREL IN 'A SPORTING CHANCE'

Ethel Clayton Has Unusually Attractive Role in New Picture

IN "A Sporting Chance," a new Paramount picture presenting that beautiful and fascinating star, Ethel Clayton, which comes to the ..... theatre next ....., the quick wit of a girl bares the machinations of a scheming blackmailer and prevents him from carrying out his nefarious designs.

Miss Clayton plays the role of Carey Brent, a girl quick to carry out every impulse which suggests itself to her. Her first impulse is to reform a man whom she believes is a notorious convict who has escaped, when she encounters him on a country road, and employs as her chauffeur.

Carey's father has a new and charming bride, who is not much older than Carey herself. During her father's absence, Carey finds that there is something in common between her new step-mother and Seward, a society idler, and to keep Seward from stealing her step-mother she herself turns vamp and leads him a merry chase.

When she learns from a telephone conversation that Seward is blackmailing her step-mother, using some of her old love letters which he holds, as his whip, and is demanding the hand of Carey as his price of silence, she revolts and goes to Seward's apartment to get the letters.

How he returns and catches her in his rooms and threatens to keep her prisoner until she promises to marry her, and her convict-chauffeur steps in at the critical moment and rescues her and gets the letters also, forms an interesting story which, it is guaranteed, will keep the audience guessing. A good company supports the star.

'A SPORTING CHANCE' A CHARMING PICTURE

Ethel Clayton's New Film Should Please Impulsive Girls

THE question of whether a girl should obey every impulse which takes root in her mind, is dealt with in a highly interesting way in a new Paramount picture starring Ethel Clayton which will be shown at the ..... theatre next .....

A delightful and exciting story is woven around this theme. The story is unique and original and has an interesting and unexpected finish. The original story was written by Roger Hartman and appeared in a recent issue of the Snappy Stories Magazine.

George Melford, who has directed Miss Clayton in other recent successes, was "at the helm" during the filming of the picture. Will M. Ritchey wrote the scenario.

Heading the supporting cast is Jack Holt, who plays the role of the escaped convict whom Carey Brent, the heroine, undertakes to reform. Others included in the cast are Herbert Standing, Margaret Green and Howard Davies.

Miss Clayton a Golfer

ETHEL CLAYTON shows her skill as a golfer in "A Sporting Chance," her new Paramount picture, which is on view at the ..... theatre this week. Director George Melford was about to rehearse her on how to use the golf club in one scene but when the star began swinging the stick "Uncle" George begged her pardon and asked her if she would teach him a few strokes.

'A SPORTING CHANCE' BASED ON 'IMPULSES'

Ethel Clayton's New Story Was Written by Roger Hartman

ETHEL CLAYTON'S new Paramount picture, "A Sporting Chance," which will be shown at the ..... theatre next ..... was founded on "Impulses," a story which appeared in a recent issue of the Snappy Stories Magazine, written by Roger Hartman.

Carey Brent, the part played by Miss Clayton, is an impulsive girl who gets a "hunch" and acts upon it without reflection. So when she employs as her chauffeur a man she believes to be an escaped convict, in order that she may reform him, she opens the door to thrilling and unexpected adventures.

The supporting cast, headed by Jack Holt, a sterling player, is a strong one and includes Herbert Standing, Margaret Green and Howard Davies. The director was George Melford.

Clayton Picture a Hit

JACK HOLT, who is seen as a convict in Ethel Clayton's new Paramount picture, "A Sporting Chance," at the ..... theatre this week, has a leading role in the big Paramount-Artcraft Special, "The Woman Thou Gavest Me," that of a young English nobleman who led the life of a libertine. In "A Sporting Chance" he displays his versatility as an actor. The photoplay has scored a big hit.

Excellent Photoplay

ETHEL CLAYTON'S latest Paramount photoplay, "A Sporting Chance," is an excellent picture and has achieved a veritable triumph at the ..... theatre this week. Her support is above the average and the various situations are dramatic and thrilling. Jack Holt is the leading man.

FOND OF ATHLETICS IS ETHEL CLAYTON

Star of "A Sporting Chance" Can Ride, Swim and Play Golf

ETHEL CLAYTON, who plays the starring role in a new Paramount picture, entitled "A Sporting Chance," which will be shown at the ..... theatre next ....., is a typical outdoor girl and is an expert horsewoman, swimmer and golfer. Therefore, when her part in the new picture called for several scenes in which her skill in these accomplishments could be utilized she was delighted and felt very much at home.

"Making this picture seemed to me more like vacationing than working," remarked Miss Clayton, enthusiastically.

In one scene it was necessary for Miss Clayton to change a punctured tire on her roadster. Miss Clayton is an expert at changing tires and goes at the job with enviable rapidity. She doesn't get to finish it though, for a supposed escaped convict approaches and gallantly finishes the job for her. If all convicts were so kind and gentle they'd never get to jail. Jack Holt heads a clever supporting cast.

Holt Shaves Mustache

JACK HOLT, who plays opposite Ethel Clayton, in her new Paramount picture, "A Sporting Chance," which has scored heavily at the ..... theatre this week, found it necessary to shave off his moustache as he plays the role of a convict. This moustache was the pride of Jack's life and he had worn it continuously for several years, so he heaved a sigh when he was cast to play the part of a convict. The support generally is excellent.

Your Exchange Will Furnish
You Proofs of the
STORY MAT on
"A SPORTING CHANCE"

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "A SPORTING CHANCE"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

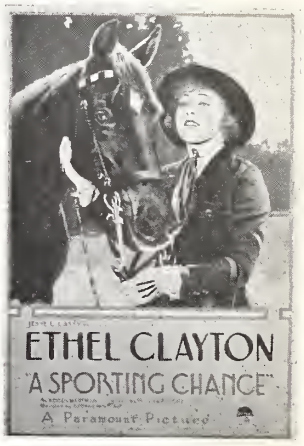
Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

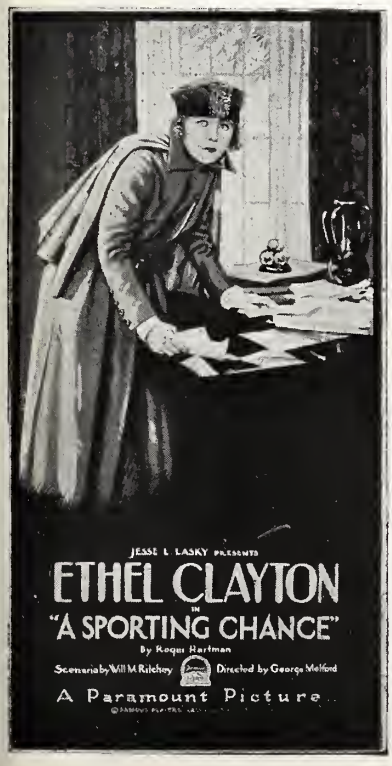
ADVERTISING POSTERS

Six Sheet

One Sheet



One Sheet



Three Sheet

How will You Advertise

ETHEL CLAYTON

IN

"A Sporitng Chance"

BIG!

But How?

POSTERS!!!

1 sheet—3 sheets—6 sheets

All over town! Everywhere!

Three Sheet

That's the way to turn 'em away—every show.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance And Rings
Once A Mason

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 11

Bill Henry

Scheduled Release Date: **10 Aug 1919**

HELPS THAT REALLY HELP YOU TO PUT OVER

CHARLES RAY

IN

"BILL HENRY"

By Lois Zellner. Scenario by Julien Josephson. Directed by Jerome Storm. Photographed by Chester Lyons.
Presented and Supervised by Thomas H. Ince

A Paramount Picture

Advertising Cuts and Mats

Advance Publicity Stories

Current Publicity Stories

Reviews of Picture

Material for Programs

Newspaper Scene Cuts

Lithographs Promotional Ideas

Newspaper "Star" Cuts

Stills, Slides, Gelatins, Etc.

SPECIAL FEATURES OF THIS BOOK

Advance Publicity That Is Sure To Pack Them In On The Day of Opening

A Startling 3-Column Advertising Cut

A Particular Good Six-Sheet Poster

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK
ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mats was handled, that was the matter— and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up", that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director general
NEW YORK

AD CUTS and MATS

Facts of Value to Exhibitors Regarding Charles Ray and his New Paramount Picture, "Bill Henry"

ONE of the strongest drawing cards of the screen is Charles Ray. An actor of ability and charm, Mr. Ray is immensely popular with screen fans all over the country and exhibitors who are wise enough to display his starring vehicles know that they will not only please their clienteles, but assure themselves of golden returns.

Charles Ray, Star

EVERY man, woman or child who loves manliness in men, has his ideal man in Charles Ray. He may be a country bumpkin, a boob, a student, or human what not in his pictures, but at some time or other, in the development of the story of which he is the central figure, he rises to the occasion, and how things do hum! In all of his starring vehicles, Mr. Ray proves to be just the creature the average human being admires—a gritty, self-reliant, persistent, bellicose young chap who fights his way to victory. We glory in his spunk, his vivacity, his bonhommie even when things go against him, and his modesty in the hour of his heroic triumphs. Mr. Ray never had a more delightful role than in his latest Paramount-Ince picture, "Bill Henry," in which he appears as a salesman whose specialty is an electric vibrator. Then enters the girl into his life, and also a dishonest real estate agent who later has occasion to rue the day he was born when he seeks to hoodwink "Bill Henry." What with a remarkable poker game, a terrible fistic battle and et cetera, it is a certainty that "Bill Henry" will be heartily relished by the motion picture public.

Lois Zellner, Author

A TALENTED writer, Lois Zellner, author of "Bill Henry" has done many stories for the screen all of which have been successful. With Arthur Zellner she was co-author of Enid Bennett's charming comedy, "Happy Though Married" and her work in "Bill Henry" displays artistry of the highest order.

TABLE OF CONTENTS

Julien Josephson, Scenarist

JULIEN JOSEPHSON, who adapted "Bill Henry" to the screen, is a continuity writer of talent and reputation. He wrote the scenario of Mr. Ray's recent picture success, "Greased Lightning," and in "Bill Henry" he has another creation which evidences his facile talents to the full.

Jerome Storm, Director

JEROME STORM, who directed "Bill Henry" is a famous man in his field. He directed Mr. Ray in "The Girl Dodger," "Greased Lightning" and other excellent photoplays.

An Excellent Story

BILL HENRY JENKINS is a country boy of ambition who sets out upon the road to wealth by selling electric vibrators, for which he becomes agent. He tries out a vibrator on a rheumatic old man and it is such a success that he is chased out of his place of business. He gets a job as clerk in a hotel, the agreement being that he refrain from playing poker with the hotel guests. There comes to the hotel Lela Mason, a beautiful girl, to claim an inheritance of a farm devised to her by her uncle. When she learns that the farm is swamp land and worthless, she retires to her room in tears. When Bill Henry learns of her troubles, he offers her the money he had saved to buy himself a ring, but she refuses the tender. Some travelling men invite him to play poker, and having a big idea, he "sits in" with the result that he cleans up the crowd. He takes his winnings to a real estate agent and purchases the farm in Lela's name with the understanding that she is not to learn how she acquired the property. The real estate agent now learns that the land is wanted by oil speculators and he resolves to euchre Bill Henry and the girl out of the purchase. But Bill Henry overhears the talk and urges the agent to sell the land and turn the extra profit over to Lela. The agent denies he ever received any money from Bill Henry, whereupon the latter lands upon him with gusto and forces him after a hard battle to confess the truth. He then wins the girl of course.

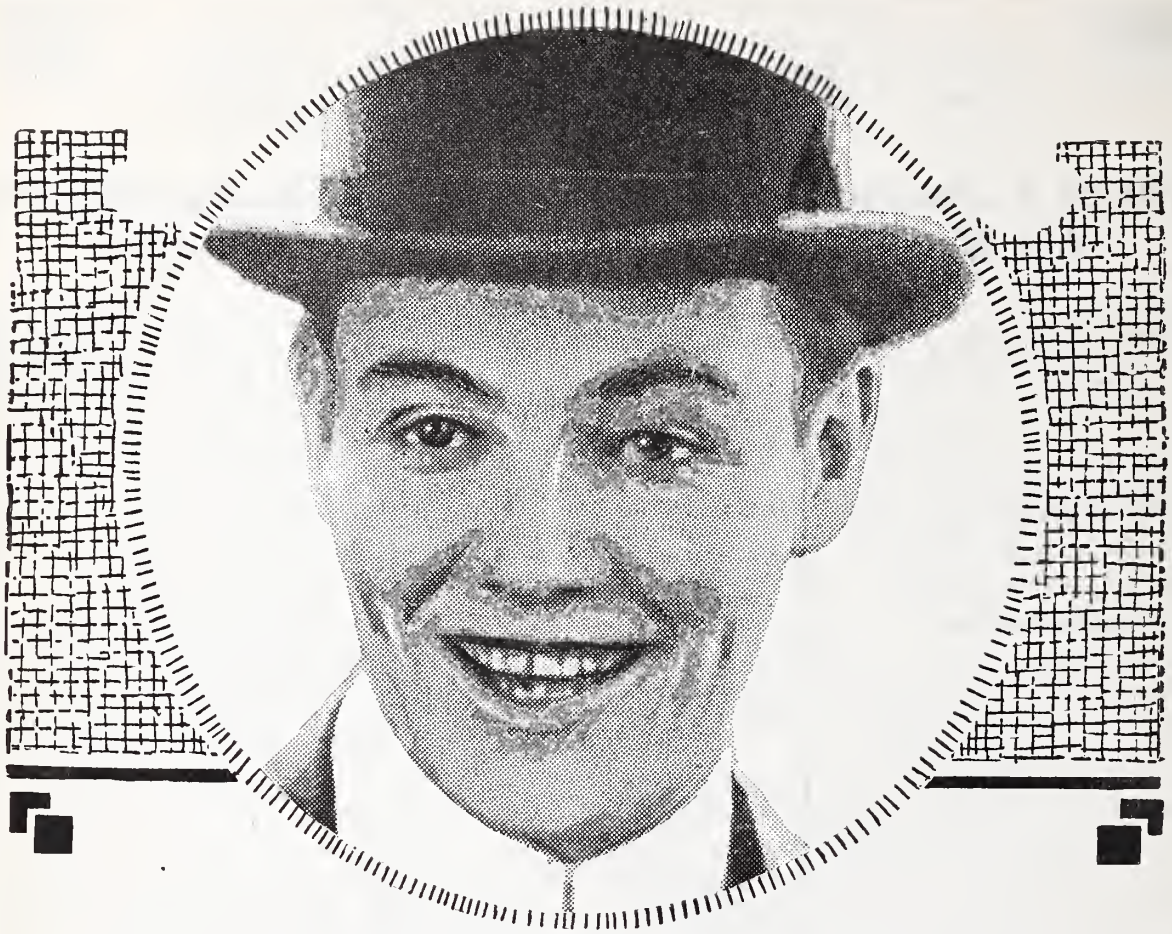
Chester Lyons, Photographer

CHESTER LYONS, who photographed "Bill Henry" is an exceptionally gifted cameraman. His work in this picture is most praiseworthy and will prove a delight to every picture fan.

Clever Support

MR. RAY is well supported in this picture, his leading woman being Edith Roberts, a screen player of stellar fame. Others in the cast are William Carroll, Bert Woodruff, Mrs. Jennie Lee Courtright, Walter Perkins, Walter Hiers.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



Thos H. Ince presents CHARLES RAY *in* "Bill Henry"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9071, illustrated on Page 2 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9079, illustrated on Page 2 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

CHARLES RAY

Famous Star in Paramount Picture

"BILL HENRY"

Recognized as a Man

Handy With His Fists

He Has One of the Fiercest Fistic Battles of His Screen Career in His Latest Paramount Picture, a Story Filled With Strong Dramatic Action and Thrills.

CHARLES RAY, who plays the star part in "Bill Henry," the Paramount-Ince picture, which is the attraction at the ——— theatre, in addition to his fame as a movie star, enjoys a reputation as a handy man with his fists. Ray is also a stickler for realism in his pictures. When he read the scenario of "Bill Henry" and saw that the big scene called for a terrific battle at fisticuffs, he insisted that it be a real fight.

In some way word was passed around among the sporting fraternity that a worth-while scrap was to be pulled off at the Ince studio. On the day when the big scene in "Bill Henry" was to be filmed, over three hundred fight fans were on hand for the mill. And it was some scrap! The atmosphere was perfect, for the "extras" weren't "extras" at all, but were fight enthusiasts to a man.

DeWitt Van Court, who taught Jim Jeffries, Corbett and Britt how to use their fists, was the referee. The scene took place in the interior of a gymnasium where weekly fights are held. Three hundred people filled the seats that rose in tiers to the roof. Charles Ray and Jack Connelly, his opponent, appeared and started to mix it up furiously. The fans howled. They had half expected a fake—that is, those who don't know Charlie Ray. They got as thrilling an exhibition as was ever staged inside the squared circle. The battle surged back and forth. Ray was staggered once or twice, but came back strongly.

The crowd grew more boisterous. It did not matter that one of the fighters was a famous actor—he was just a good fighter to them. They rooted, they coached, they took sides. They got right up on their hind legs and hollered.

To be sure, Julian Josephson has written it down in the scenario of "Bill Henry" that Charles Ray wins the fight, but it was a real battle just the same. The boys were well matched and trained to the minute, and it would have taken an expert to pick the winner. But, of course, "Bill Henry" finally lands the winning wallop and rescues the girl and her fortune from the grasping hands of the dishonest real estate agent.

An ex-prize fighter, who witnessed the battle, expressed the crowd's sentiments when he said:

"Charlie Ray—say! there's a great kid. 'Course I wouldn't want to take him away from the movies, but I'd sure like to train and manage him in the ring. Can he fight? Say! that boy's got an awful wallop. I'd hate to work out with him myself."

And the star, panting after his exertions and happy that the scene had gotten over so well, answered an admirer's question thus:

"Do I like a part like 'Bill Henry' that calls for a bang-up finish fight like this? You bet! It gives me the chance to get just the exercise I need. It certainly limbers a chap up. I love to mix it with bare fists. It's great stuff, and one more example of the variety that makes screen acting the most fascinating game in the world.

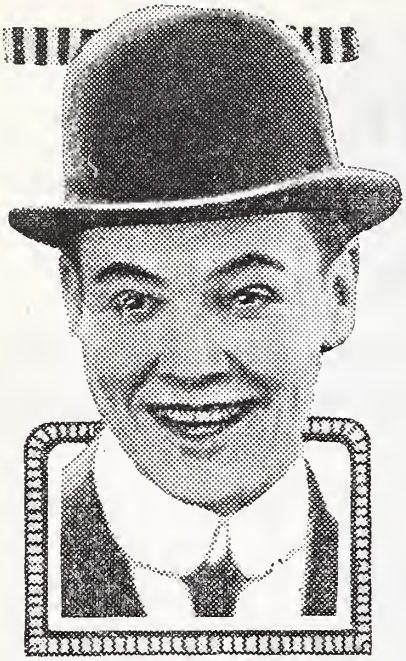
"One week I'm doing straight stuff, maybe a society part, then something like this the next. A short time ago I had a horseback part to do. Did you ever do any horseback riding with about two years between the rides? I'll carry the scars of it to my grave."

"Bill Henry," Charles Ray's latest Paramount-Ince photoplay, gives the famous star ample opportunity to satisfy his love for variety in his parts. In this picture he starts out as a country agent for a new electric vibrator that is guaranteed to cure all ills and bring untold wealth to the man who sells it. Ray is unfortunate in picking the first patient on which to demonstrate his marvelous instrument, as he is a rheumatic and, springing up in pain as the electricity from the vibrator strikes his sensitive nerves, chases the young salesman out of his house in rage.

Ray next turns his talents to clerking in a hotel. There he has a chance to show his ability at playing poker and cleans up a pair of smart "city fellows" rather neatly. Hearing that a girl stopping at the hotel is about to lose some valuable land on account of lack of funds, Ray steps into the breach and secretly buys the property. Later oil is discovered on it, and the wily real estate agent tries to obtain it back again.

Here is where the mighty fistic encounter takes place. Ray and the agent come to blows. As stated before, it is no "pink tea" struggle. When it ends, the agent has been completely vanquished and relinquishes his claims to the oil lands and to the girl. And so Charles Ray—vibrator salesman, hotel clerk, poker player, and pugilist extraordinary—comes into his fortune and finds his true love.

Production Cuts, Actual Size and Screen, Just as They Will Appear in Your Newspapers



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

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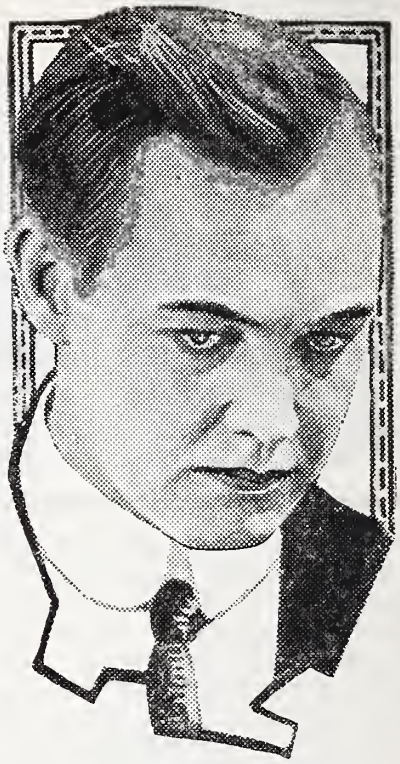
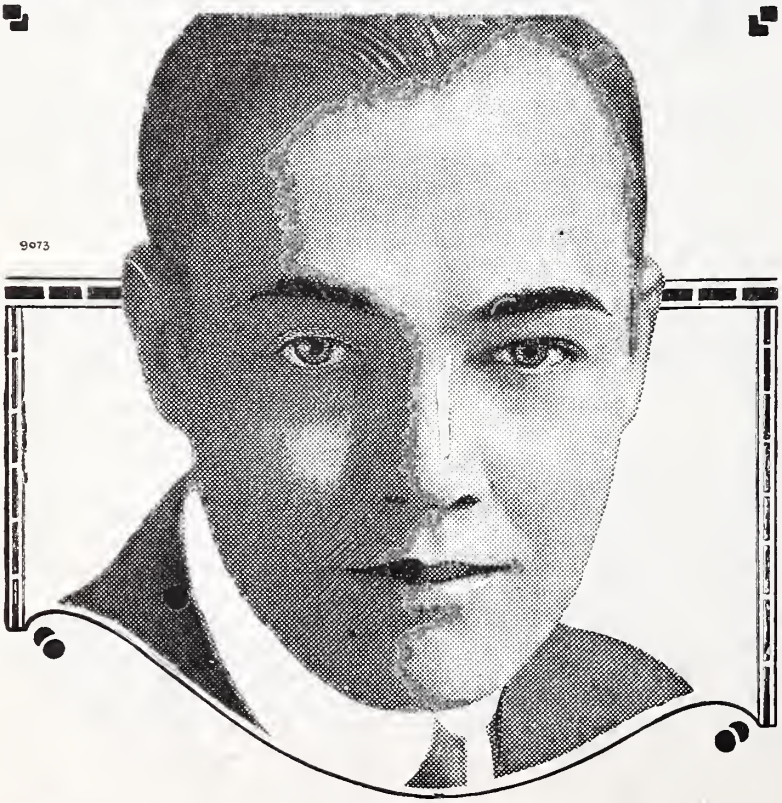


Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture



Thos. H. Ince presents CHARLES RAY in "Bill Henry"
A Paramount Picture

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Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "BILL HENRY"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Charles Ray's Latest Photoplay

A Paramount Picture

Charles Ray, A Live-Wire Rural Salesman in His New Paramount-Thomas H. Ince Picture, "Bill Henry"

Eminent Star Turns From Peddling Electric Vibrators to Hotel Clerking and Wins Wealth and the Girl After a Terrific Battle.

IN this Charles Ray plays the part of an ambitious country boy who sets out to make a fortune selling electric vibrators for which he has secured the agency, together with a book giving all the salesmanship talk that is a paved highway to success.

He tries to demonstrate on a rheumatic old man who is so rudely jarred out of memory of his pain that he chases the salesman from his place, smashes up his bicycle and throws the pieces in the road. Bill Henry walks to town and reaches a small hotel conducted by his uncle, who agrees to give him a job as night clerk.

Another arrival at the hotel is Lela Mason, who has come all the way from Keokuk, Iowa, to claim her inheritance of a farm from an uncle, deceased. She discovers it is swamp land and worthless, and retires to her room in the hotel where she bursts into tears, for she is financially embarrassed.

Bill Henry hears her and sends his aunt to see what is the matter.

"BILL HENRY"

THE CAST.

Bill Henry Jenkins.....Charles Ray
Lela Mason.....Edith Roberts
Burton Rogers.....Wm. Carroll
Uncle Chet Jenkins.....Bert Woodruff
Aunt Martha Jenkins.....
.....Mrs. Jennie Lee Courtright
E. J. Burroughs.....Walter Perkins
Salesman.....Walter Hiers

He tries to give her the money he had saved to buy himself a new ring, but she refuses to accept it. The travelling men invite him into a poker game and, despite his uncle's warnings, he accepts with a big idea.

He proves an adept with cards and wins a big stake. This is sufficient to buy the farm of the girl. He rushes to the real estate agent and makes the purchase. Then the real estate agent gets a message from an oil company that real oil has been discovered there and they have options on all property but this particular farm and urge him to get it.

Bill Henry overhears the conversation and urges the agent to sell the property for him and turn the profit over to the girl as an additional bequest from her uncle. The agent determines to get away with the girl and the money. He denies he has received any money from Bill Henry and tells his uncle that the youth tried to cheat the girl by offering to buy the land when he knew there was oil on it.

Bill Henry isn't the kind of a youth to be maligned, so he makes a jump for the agent. A desperate fight ensues in which Bill Henry succeeds in wringing from the agent a confession in a most novel way. Of course, there is a happy conclusion, but just how it is all brought about should be seen to be thoroughly appreciated.

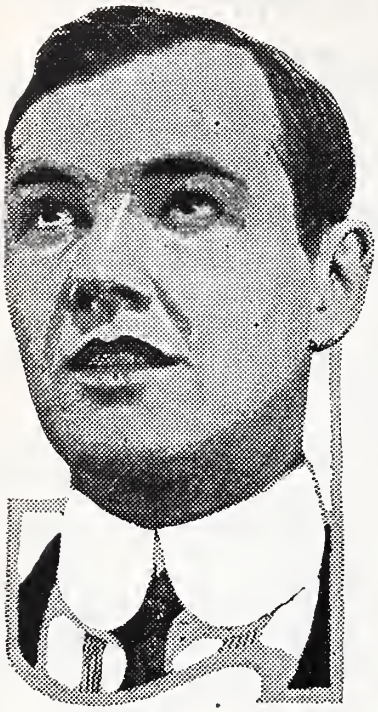
PRESS Charles Ray Triumphs in New Picture "Bill Henry" REVIEW

CHARLES RAY will appeal to the sympathies of everyone who has ever tried to sell anything from a clothespin to a farm in his latest Thomas H. Ince-Paramount picture, "Bill Henry," which was presented with great success at the ———— theatre yesterday. In this picture the popular star makes his debut as a country canvasser for a new life vibrator.

As a salesman he is somewhat of a failure, despite the goodly advice in "hints to our salesmen," but he surely puts some new life into the little town of Jessup. There his uncle, who owns the hotel, gives Bill Henry a job as clerk while his old employee takes a month's vacation. About this same time Lela Mason arrives to take possession of a farm she has inherited. She has come to Alabama all the way from Keokuk, Iowa, and as her finances are low expects to move upon her new possession at once. She is greatly perplexed to find the farm is under water and the real estate agent tells her it is worthless. The hotel clerk hears of her dilemma and sends his aunt to comfort her Bill Henry had saved thirty-five dollars with which he intended to buy himself a "diamond" ring. He determines to sacrifice this for the interest of the girl who had impressed him. He tries to slip it under her door, but is caught by the girl and she refuses to accept it.

Then some travelling men, picking him for a boob, inveigle him into a poker game. He turns the tables and wins all their money. With this he rushes to the real estate agent and buys the girl's farm, thus giving her a good little nest egg. Then it develops there is oil on the place and Bill Henry sells it for several thousand dollars. He leaves the money with the real estate agent for safe keeping to be turned over to the girl and subsequent events are most thrilling.

Production Cuts, Actual Size and Screen, Just as They Will Appear in Your Newspapers



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

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Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

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Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Thos. H. Ince presents CHARLES RAY in "Bill Henry"
A Paramount Picture

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

THE new Paramount-Sennett Comedy, "Trying to Get Along," was produced with an all star east. Charlie Murray, Charlotte Minean, Harriet Hammond, Kala Pasha, Jim Finlayson and Mrs. Pat Kelly have the leading parts; but even the "bits" were taken by such actors as Ben Turpin, Charles Conklin and Ford Sterling. Some of the prettiest girls ever seen on the screen are flashed on and tantalizingly flashed off again in the cafe scenes and in the beauty parlor.

* * *

Louise Fazenda, the famous Paramount-Sennett comedienne, who is, beyond all question, the funniest girl in the world, has a superstition in favor of things that are sweet. Like most of the little Sennett girls, she saves her money and invests it with care and discrimination. Louise finds that she always wins on sugar stock. No gambling on margins. She buys the stock outright and draws the dividends.

* * *

One of the uproariously funny "gags" of "Trying to Get Along," a new Paramount-Sennett comedy, takes place in a cafe where Charlie Murray is supposed to be giving a party. He has a champagne bottle concealed in his coat-tail pocket and, in the midst of the excitement, the cork pops off. It drenches the whole cafe and, as Charlie turns in alarm, it catches the merrily dressed cabaret girls and half drowns them in fizz water.

* * *

Jim Flynn, the famous heavyweight boxer who has fought nearly every big pugilistic star now before the public, has become an actor. His former trainer, "Abdul the Turk," is now athletic trainer for Mack Sennett, the comedy king. Wherefore Abdul persuaded his old pal and idol to take up the pictures as a new job. The studio, with due respect to Flynn's manhandling record, is nervously waiting for the time when he appears for the first time in a mob scene. Thus far his one part has been that of a Bolshevik gent with bushy whiskers to his intense disgust.

Exclusive Stories
For Photoplay Editor
From.....Theatre

DOUGLAS "CHEERFULNESS" MACLEAN and Doris "Happiness" May wouldn't be very much out of order as names for the new stars who are now co-starring at the Thomas H. Ince Studio in Paramount pictures. These two celebrities have become known among their co-workers as "the apostles of happiness." The buoyant spirit of youth characterizes everthing they do and instills within their pictures a delightful sparkling comedy which is of a genuineness that is rare. An outward, concrete sign of this glorious youth is reflected in their surroundings which they have beautified to fit their dispositions. Mr. MacLean has covered his dressing room with a wallpaper of a beautiful design, being of a light blue covered with bluebirds. The draperies and other effects are the same shade as the birds. Miss May has had her rooms papered in pink paper dotted with beautiful yellow butterflies, and a large vase filled with pink roses, freshly cut every day, is always to be seen in a conspicuous place.

* * *

It is not often that a grown man gets a chance to name himself. Charles Conklin, the famous Paramount-Sennett comedian, has done it twice.

Conklin is the actor who nearly always appears with Ben Turpin. On the screen he has a fierce mustache and is usually leading poor Ben astray somehow or another.

When he first came to the Sennett company there was another actor named Conklin in the studio; so Charles took the name of Lynn to save confusion. All of his big Sennett successes have been made in the name of Charles Lynn.

Hereafter he will use his own name. He will be Charles Conklin on the screen and will continue to appear with Ben Turpin.

* * *

Thomas H. Ince's new Paramount production, "Other Men's Wives," which was written especially for Dorothy Dalton by C. Gardner Sullivan, is catching on heavily everywhere.

Exclusive Stories
For Photoplay Editor
From.....Theatre

GEORGE FITZMAURICE, director of "The Witness for the Defense," Elsie Ferguson's great Paramount-Artcraft picture, is a thoroughly trained man in his field and has many picture successes to his credit. He was born in France and identified himself with screen direction many years ago. One of his most prominent features was the "Naulhaka" which scored an instantaneous success on its presentation. Mr. Fitzmaurice is a recent acquisition to the Paramount-Artcraft forces, and the first picture made by him for the Famous Players-Lasky organization was "The Witness for the Defense," although his second picture, "The Avalanche," starring Elsie Ferguson, was the first to be released. Mr. Fitzmaurice is a director of discretion and artistic taste as all who see "The Witness for the Defense" will testify.

* * *

The Toledo battle between Willard and Dempsey proved an inspiration to Charles Ray, the motion picture idol, according to a statement from his New York offices. The Paramount star has taken up boxing, after hiring a number of professional trainers to work him into condition. He carries his daily bouts up to twelve fast rounds and has developed footwork and speed which made it feasible to introduce realistic fight scenes in his new picture —now titled "The Egg Crate Wallop"—upon which he was working when the big fistic event was pulled off.

* * *

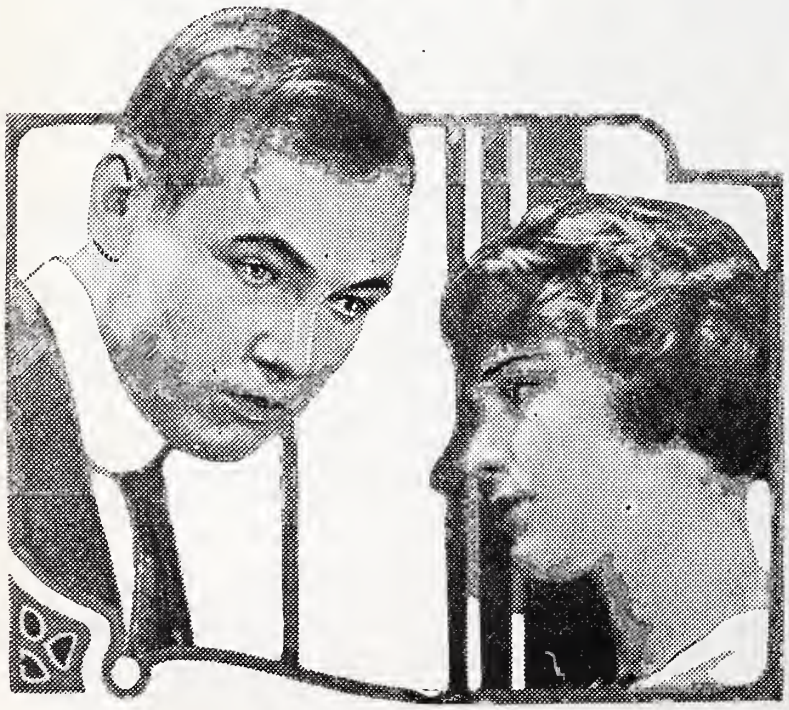
Running an open-air theatre seating two-thousand and running it against the strongest opposition in the world is the successful accomplishment of William Brandt, who last summer took over the operation of Feltman's Open Air Theatre at Coney Island, New York. Mr. Brandt has accomplished this feat by following two courses—booking Paramount-Artcraft pictures as the backbone of his summer program and advertising all over the roads of Brooklyn leading to Coney Island, just as if he were selling seats under the big top.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

Thos H Ince presents CHARLES RAY in "Bill Henry"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9070, illustrated on Page 8 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9074, illustrated on Page 8 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

Thos. H. Ince presents CHARLES RAY in "Bill Henry"

A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

THEATRE NAME

THOS. H. INCE PRESENTS

CHARLES RAY

IN

"BILL HENRY"

A Paramount Picture

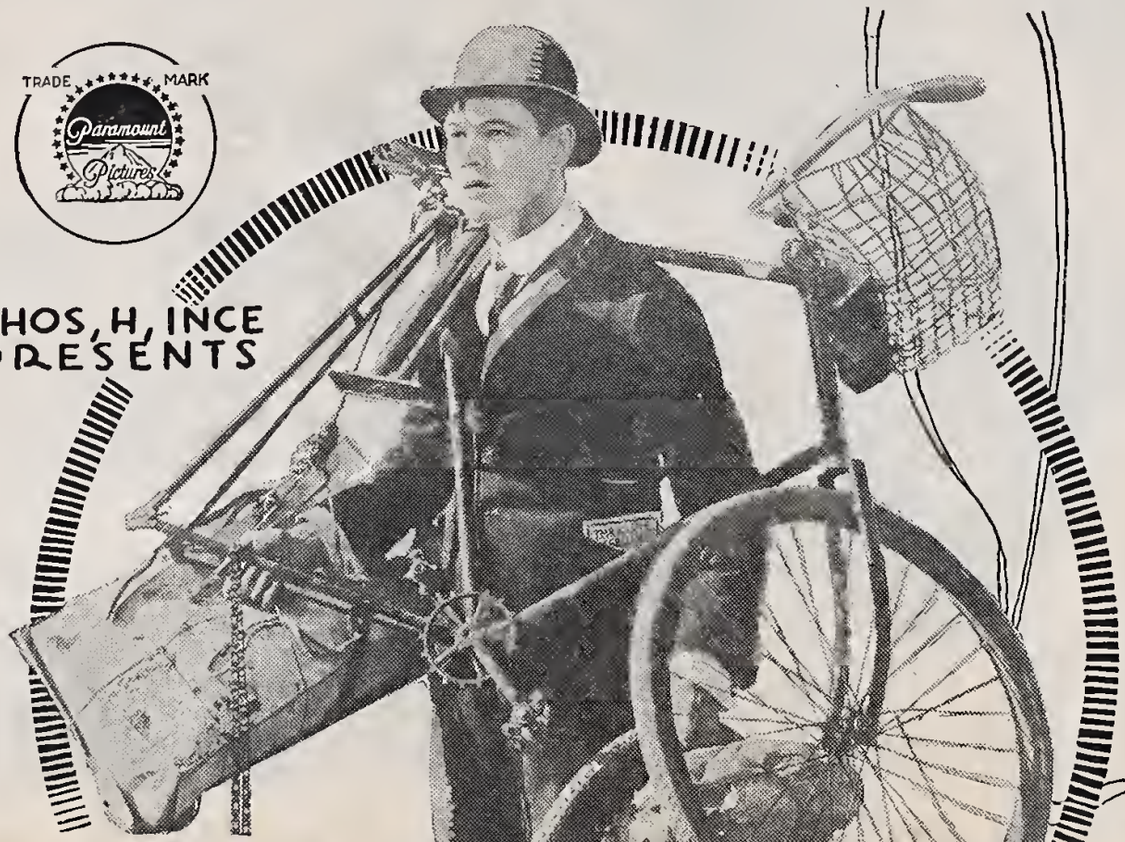
SHE looked good to Bill! And when the village skinflint started something, and Bill found her crying—well, folks never dreamed Old Man Henry's son had so much fight in him.

A great warm slice of human nature, garnished with smiles, sprinkled with pep, and served with speed by the "star who has everything."

By Lois Zellner *Scenario by Julien Josephson* *Directed by Jerome Storm*
Photographed by Chester Lyons
Supervised by Thomas H. Ince

(Remainder of program here. Move down border for space desired)

THEATRE NAME



THOS. H. INCE PRESENTS

CHARLES RAY IN "BILL HENRY"

A Paramount Picture

Gosh All Tarnation, But Bill Was Mad!

HE meant nothin' but good. Fact was, he had the grandest little rheumatism cure that ever brought relief to sufferin' humanity. And then to think that his very first "prospect" should have busted his new bicycle and chased him down the road!

Mad!!? Well, Bill just had to go and do something desperate, and he did! Fell heels-overhead in love, became a regular fightin' hero, and made more money than you'd ever dream, lookin' at him here.

You'll laugh and thrill and glow like any kid at a circus when you see Charles Ray as "Bill Henry."

By Lois Zellner — *Scenario by Julien Josephson* — *Photographed by Chester Lyons*
Directed by Jerome Storm — *Supervised by Thomas H. Ince*

SPECIAL ADDED ATTRACTIONS

"The 'Con' in Economy"
A Paramount-Flagg Comedy

A Burton Holmes Travel Picture
and
Latest News Features

MON., TUES., WED. — CONTINUOUS — 11 A. M. TO 11 P. M.

NAME OF THEATRE

"Oil Struck!"

IF you don't believe what the paper said, look at Bill Henry! If Bill hadn't started to build a fortune with a rheumatism cure, and if his first "prospect" hadn't kicked him off the porch and busted his bicycle, and if that little Mason girl hadn't got to crying in the village hotel—but shucks! why talk of ifs? Come! Laugh and be happy with Charles Ray.

(*Remainder of program here*)

THEATRE NAME

Thos. H. Ince presents

CHARLES RAY in "BILL HENRY"

A Paramount Picture

By Lois Zellner *Directed by Jerome Storm* *Scenario by Julien Josephson*
Photographed by Chester Lyons *Supervised by Thomas H. Ince*

IT was a jim-dandy vibrator, and it worked fine! But the Old Man had rheumatiz' somethin' fierce, and when that darn buzzer got to diggin' in—well' Pop ups and kicks Bill Henry right plumb into love and a fortune. Some picture! And laughs!—Gosh!

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior and During the Display of Charles Ray's Photoplay, "Bill Henry"

A Paramount Picture

CHARLES RAY'S FOLKS WANTED HIM TO BE A REAL "BILL HENRY"

Paramount Star Edged into Theatre After Training in World of Business

BILL HENRY JENKINS is the name of the character portrayed by Charles Ray in Thomas H. Ince's latest Paramount photoplay, "Bill Henry," which comes to the ——— theatre for ——— days commencing ——— next, and this is a new type of a youth misunderstood.

He starts out as a salesman. That's the way Mr. Ray's parents intended he should start—in the commercial world. They send him to the Los Angeles Polytechnic school. While there he edged into the theatre—was a program boy, water boy, usher and then a "sub" on the stage.

One taste of the footlights upset all parental plans. He started out on the road with stock and musical comedy companies all of which went broke at some far out of the way place. It was following such a breakdown that he made his way back to Los Angeles, determined to try the pictures. Thomas H. Ince gave him a change to play juvenile parts and hence, Charles Ray, the star.

Clever Photoplay

THE new Paramount photoplay, "Bill Henry," in which Chas. Ray is featured is a clever story from the imagination of Lois Zellner, author of Enid Bennett's recent vehicle, "Happy Though Married." Her story has been picturized by Julien Josephson, author of many of the original stories that have helped win Charles Ray fame. He has added many of his original touches and the whole proves to be a wonderful vehicle for the portrayal of "hick" characters. The picture is on view at the ——— theatre this week with successful results.

RAY INJECTS PEP INTO RHEUMATIC IN "BILL HENRY" FILM

Paramount Star Loads Vibrator with Real "Juice" with Fine Results

CHARLES RAY insists on realism in the scenes of his pictures and resorts frequently to strange and surprising methods to get them. An instance will be noticed by those who see the latest Thomas H. Ince picture in which he is starred, "Bill Henry." It comes as a Paramount offering to the ——— Theatre ———.

In this Mr. Ray plays the part of a country youth who sets out as an agent for an electrical vibrator. In one scene he is supposed to be demonstrating his device to a rheumatic old man, who jumps and howls when the vibration is turned on. The rehearsals were all calm enough, but Mr. Ray didn't quite approve the expressions of his subject when the vibrator was supposed to be in action, so he asked Director Jerry Storm to give him a rest until after lunch.

When they next started on the scene the star said he was ready. The camera started grinding and Bert Woodruff, who was playing the part of the old man registered wonderful surprise and an expression of pain and fright. When the director called "Cut" to the cameraman and the scene was ended, Bert Woodruff turned to the popular star and exclaimed, "Confound you. you loaded that blamed thing with real electricity."

Hiers in Ray Film

EVERYBODY loves the fat boy. Walter Hiers, he who has become so familiar to screen lovers and is especially remembered for his characterization of Tub in "Brown of Harvard." He supports Charles Ray in the latter's latest Paramount picture, "Bill Henry," which comes to the —— theatre for —— days commencing —— next.

DIRECTOR RESORTS TO GUNPLAY TO OBTAIN REALISM

Gets Lively Action from Negro Porter in Filming "Bill Henry"

THE result of a director's artifice is emphatically illustrated in the Thomas H. Ince-Paramount picture, "Bill Henry," starring Charles Ray, which will be shown at the ——— theatre ——— next. In this production the script called for a negro porter to jump quickly with a frightened look. Jerry Storm, the director, put Luke, the character, through the scene a dozen times without getting the desired look.

Then he whispered to his assistant director and turning back to the scene conducted another rehearsal. A few minutes had elapsed and he said, "All right, we'll take it. Get ready, Camera." The cameraman started turning the crank. The negro was standing close to the back of the set. When the time came that he was to jump and look frightened, a gun exploded right behind the scene. Jerry Storm secured the proper expression on the colored man's face by this trick. The assistant director came forth with the shotgun in his hand and inquired, "Well, did you get it?" "We sure did," replied Mr. Storm.

Mr. Ray's Leading Woman

EDITH ROBERTS, who appears as leading woman to Charles Ray in his latest Thomas H. Ince-Paramount photoplay, "Bill Henry," is well known to screen lovers. She has appeared for several years in pictures. She is a New York City girl by birth and education. Her dramatic career commenced at the age of six years when she appeared on the speaking stage. "Bill Henry" comes as a Paramount offering to the ——— theatre for ——— days beginning ———.

STORM FAMOUS AS PICTURE DIRECTOR

Has Done Good Work in Charles Ray's New Film, "Bill Henry"

JEROME STORM, who directed Charles Ray's latest picture, "Bill Henry," which will be displayed at the ——— theatre next ———, has the distinction of being both the baby and the veteran director at the Thomas H. Ince studios in Culver City, Cal., where all the Charles Ray pictures are made. He is the youngest director in number of years and the oldest in point of service on the Ince lot.

Mr. Storm started his career as an actor on the speaking stage, then he became an actor for Thomas H. Ince in the pictures and was promoted to a position behind the camera by his superior. He has a keen sense of humor and is especially adapted to directing the Ray type of pictures.

New Types in Picture

A LOT of decidedly amusing new types will be seen in "Bill Henry," Charles Ray's new Paramount picture which will be shown at the ——— theatre next ———. The setting for the story, written by Lois Zellner and picturized by Julien Josephson, is in the South. Director Jerome Storm picked a great crowd of southern types for the atmosphere and some remarkable natural characters for the parts. Mr. Ray has been given an unusually strong cast in this picture, the players including Edith Roberts, William Carroll, Bert Woodruff, Walter Hiers, Mrs. Courtright and Walter Perkins.

Ray in Ideal Role

CHARLES RAY has a part that fits him like a glove in his latest Paramount-Ince picture, "Bill Henry," which is coming to the ——— theatre on ——— next. As a rural hotel clerk, Mr. Ray trims the city sharpers at poker, then wins wealth and the Girl from Keokuk after a fierce battle at fisticuffs.

CHARLES RAY FOOLS SHARPERS AT POKER

Paramount Star Rakes in Good Pot in "Bill Henry"

THOSE who understand cards, and especially the national game of poker, are going to get a good laugh out of the game in which Charles Ray plays in his latest Thomas H. Ince picture, "Bill Henry," which comes as a Paramount offering at the ——— theatre ———.

Mr. Ray is seen as a country boy who is inveigled into the game by some "wise" travelling salesmen. It develops toward the end of the game that he isn't such a boob and when he lays down the winning hand, he rakes in a jackpot big enough to let him do the thing he wants—buy the seemingly worthless piece of land owned by the girl he loves, who is in desperate straits for want of a sale. Walter Hiers, the fat boy, is the wise salesman who lures the youth into the gambling game and finds that instead of a lamb he has coaxed in a lion.

Vibrator Brings Wealth

WHO of us has not fallen at some time or other for one of those alluring advertisements that promise us a fortune for selling some "miraculous new invention?" In the case of Charles Ray in "Bill Henry," the new Paramount photoplay which is on view at the ——— theatre this week, it was an electric vibrator that was to bring him barrels of gold. But as a salesman, Bill Henry was a "flivver," and especially when he charged his vibrator with electricity and tried it out on the sensitive anatomy of a rheumatic! Bill transferred his talents to the hotel business at once, where he had more success and fought a terrific and successful battle for a girl and a fortune. "Bill Henry" has the same intensely human quality that pervades all the Charles Ray pictures and is crowded with laughs, cheers, and thrills. It is up to the highest standards of the popular Paramount star.

RAY SOME FIGHTER IN PICTURE "BILL HENRY"

Nearly Knocks Out Player During Filming of Photoplay

STAR and player were battling fiercely.

"That was an awful wallop you gave me on the chin," said William Carroll, raising himself up on an elbow on the floor of the Thomas H. Ince photoplay studio stage at the end of a fight scene with Chas. Ray in "Bill Henry," his latest Paramount picture that will be shown at the ——— theatre next ———.

"I'm sorry," apologized the star, "if I hurt you. In the tenseness of the fight I didn't know just where I was striking."

"Oh, that's all right," replied Carroll, "anything for art's sake you know," and he arose to his feet with the assistance of the apologizing star.

Mr. Ray impersonates a country salesman who seeks the way to fortune by selling vibrators until he gets into trouble with a rheumatic to whom he administers a real electric shock. Then comes the girl, and a real novel poker game, and a terrific fight with a real estate operator who seeks to defraud the girl out of a fortune which Bill Henry has placed at her disposal. Edith Roberts is the girl and she heads a capable supporting cast.

Win With Cards and Fists

EVEN though he is only a country hotel clerk in his latest Paramount picture, "Bill Henry," which is the attraction at the ——— theatre this week, Charles Ray is a pretty smart young fellow. Not only does he trim the city drummers at poker, when they took him for an easy mark, but he has heard of the oil boom that is sweeping the country. That's why he holds so tightly on to the land which the smart real estate agent sold him as worthless and fights a terrific battle to prevent it from being taken away from the girl he loves. You'll agree that there is just as much excitement in the rural districts as there is on Broadway.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "BILL HENRY"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet ..... 10 cents each
Three Sheets ..... 30 cents each
Six Sheets ..... 60 cents each
Twenty-four Sheets ..... $1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes ..... 12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set..... 60 cents
11x14 sepia, 8 in set, per set..... 60 cents
22x28 sepia, scene or star..... 40 cents
22x28 colored photos of women stars.... 60 cents
22x28 black and white star..... 75 cents
8x10 photo of star, can be used for all other productions of this same star, each.. 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts..... 15 cents each
Three 2-column cuts..... 25 cents each
Two 3-column cuts..... 35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column ..... 25 cents each
Two column ..... 40 cents each
Three column ..... 90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut..... 15 cents each
Two column layout cut..... 25 cents each
Three column layout cut..... 35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen ..... 15 cents each
Also line drawings..... 20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer

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FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticised—a plan absolutely proof against attack—fair to every individual concerned in its operation, from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and to make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

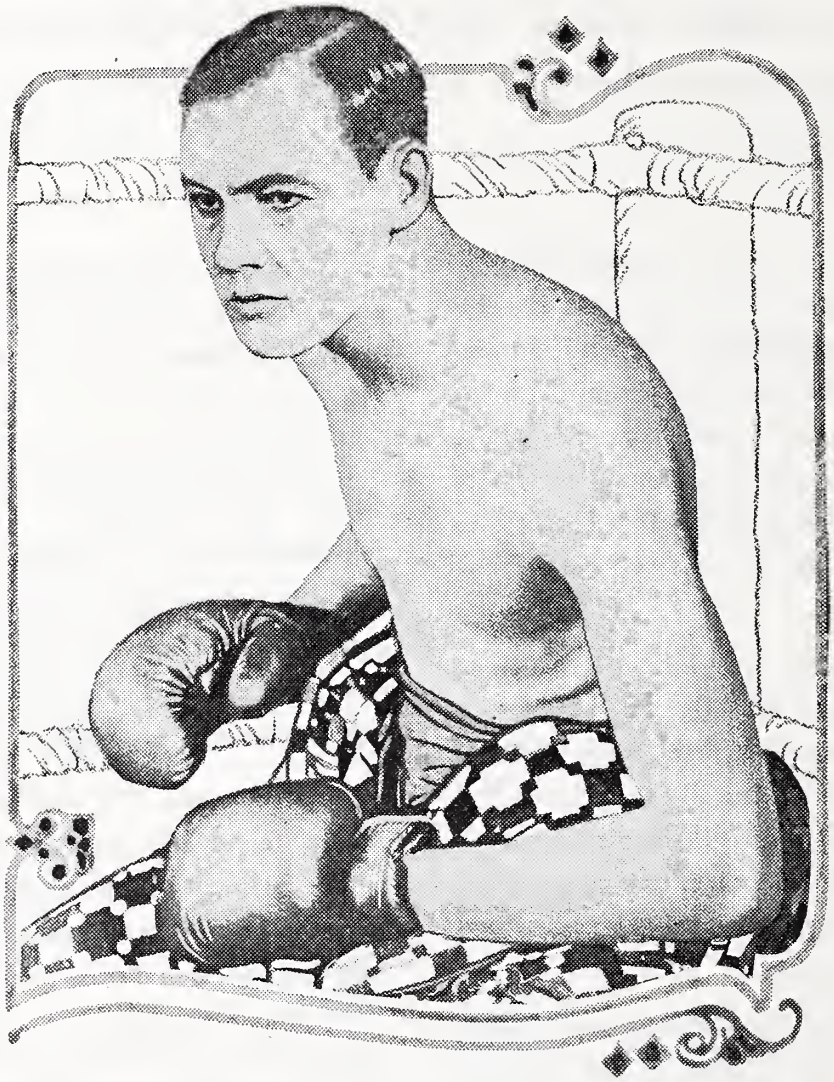
This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Hopes Spring Eternal—Especially White Hopes



FIRST Willard and Dempsey—and now comes Charley Ray to the ringed arena. The mighty Jess has entered the movies. And Ray is going in for boxing. The young screen star is actually developing remarkable speed and footwork, according to reports from trainers at his Western studio. Sparring is a hobby in which he indulges when not at work upon his new Ince-supervised Paramount-Artcraft picture, "Bill Henry."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Bill Henry"

.....1919

Dear Mrs. Thompson:

This is a little invitation to a great big party --one of the most enjoyable evenings ever staged since Adam was a boy.

Charles Ray is going to play "Bill Henry" at the .....next .....; almost everybody is going to be there; and if you come, you are in for all sorts of fun, and tugs at your heart, and thrills, and everything.

No need to tell you about Charles Ray. His charm, his humor, his healthy, wholesome humanness have made him one of the half-dozen greatest players on the screen. Once a Ray spectator, always a Ray fan!

As for the story, Bill Henry Jenkins rides forth to win wealth with an electric vibrator that could put new life into old king Rameses. But his first "prospect" wrecks his temper, his ambition and his new bicycle, and drives Bill right into love and a fortune.

Mr. Ray is supported by Edith Roberts and a splendid cast, and the production is a Paramount picture, bearing the name of Thomas H. Ince.

Come! You'll go home after the show, all buoyed up and pleased with yourself and the world, thanking your lucky star for "Bill Henry" and this letter.

Cordially yours,

....., Manager.

POST CARDS ON "BILL HENRY"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Mrs. Thompson:

When a Charles Ray picture comes to the..... I consider it nothing more than a friendly duty to spread the good news to every soul who can laugh and enjoy a great warm slice of human nature.

This time it is "Bill Henry," a rattling good Paramount picture, produced by Thomas H. Ince.

Bill Henry Jenkins, pride of the home folks, starts out with a rheumatism cure to win a fortune. But the fates slated Bill for other things. See what!--next.....

Yours very truly,

....., Manager

.....1919

Dear Mrs. Thompson:

A rattling fine Paramount Picture, filled with "juice" from that darned old electric rheumatism cure Bill Henry couldn't sell. Sparkling with romance! Charged with a thousand volts of fun! Come!

Please follow this line

..... to.....

CHARLES RAY

in

"BILL HENRY"

at the

.....

next

.....

Cordially yours,

....., Manager

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

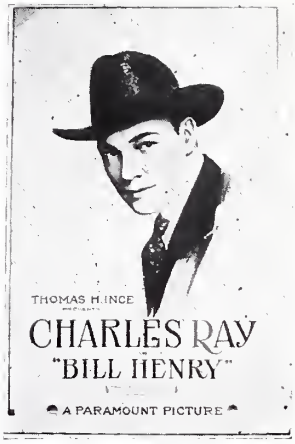
(Name of Exhibitor)

(Address)

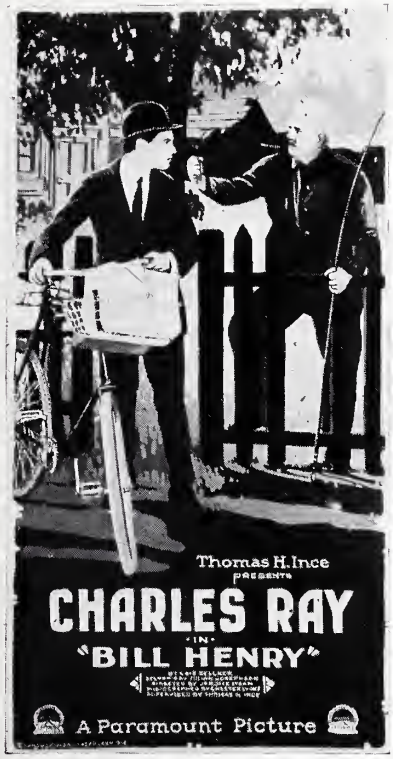
ADVERTISING POSTERS

One Sheet

Six Sheet



One Sheet



Three Sheet

How Will You Advertise

CHARLES RAY

IN

"BILL HENRY"

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Everywhere!

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'em away every show

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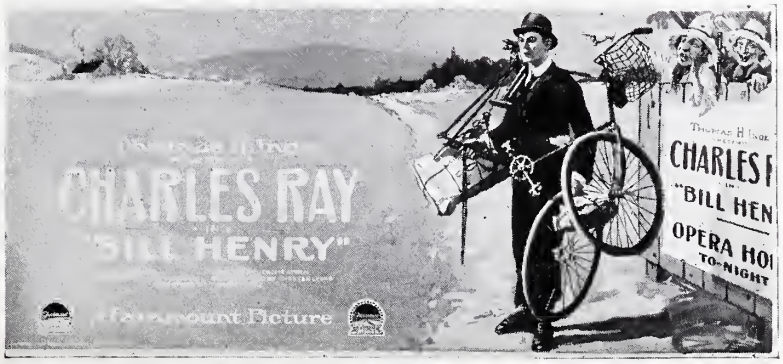

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That Night
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His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
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Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne with Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

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A Reckless Romeo
The Rough House
His Wedding Night
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Fatty in Coney Island
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Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 12

The Virtuous Thief

Scheduled Release Date: **10 Aug 1919**

HELPS THAT REALLY HELP YOU TO PUT ACROSS

ENID BENNETT

IN

"THE VIRTUOUS THIEF"

Presented by Thomas H. Ince

A Paramount Picture

ADVERTISING LAYOUTS

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ETC.

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres JESSE L. LASKY Vice Pres CECIL B. DE MILLE Director general
NEW YORK

AD CUTS and MATS

Valuable Pointers to Exhibitors on Enid Bennett and Her Latest Paramount Picture, "The Virtuous Thief"

A TALENTED actress and a one of the most widely known nett, star in Paramount pictures, is a prime favorite with the motion picture public. Her pictures invariably attract and some of them, notably "Happy Though Married," a most delicious comedy, rank among the best polite comedies of the screen. Every exhibitor knows this and he need not be reminded that her latest vehicle, "The Virtuous Thief," will prove a drawing card no less effective than was any of its predecessors.

Enid Bennett, Star

THAT Enid Bennett should rank among the foremost of screen stars in this country, is not surprising. She is a hard and conscientious worker who never sacrifices art for personal comfort, she has mimetic genius and her personality wins the affection of all who see her on the screen. Her starring vehicles of late have been excellent, but it seems certain that in "The Virtuous Thief" she has a photoplay which will rank among her very best. Miss Bennett appears as a stenographer who agrees to work out a dishonest debt contracted by her brother and who is involved in a web of romance, tragedy and love that should thrill every spectator. Miss Bennett's artistry is taxed to its utmost in this portrayal, but she has met every test with the happiest results.

C. Gardner Sullivan, Author

C. GARDNER SULLIVAN, one of the best known continuity writers in the country, is author and adapter of "The Virtuous Thief." Mr. Sullivan's work is so well known that the mere mention that this is his creation, should be sufficient to insure its artistic value.

Fred Niblo, Director

FRED NIBLO, who has directed many of Enid Bennett's pictures, also directed "The Virtuous Thief." Mr. Niblo, by the way, is the husband of the star, and because of this fact, perhaps, he is able to obtain better results with the Enid Bennett pictures, than any other director possibly could manage to do. Mr. Niblo is a trained stage technician and his wide experience as professional and traveller, make him exceptionally competent to produce pictures of the highest grade.

TABLE OF CONTENTS

An Interesting Story.

SHIRLEY ARMITAGE lives with her grandfather and brother in a cosy little home and spends her leisure hours studying stenography. She is loved by Bobbie Baker, who works with her brother Dick, in the office of Walter Haskell, a broker and roue. Dick dabbles in stocks and loses $150 of his employer's money. He confesses and is discharged. Shirley is shocked at the news of her brother's disgrace and to mend matters, she agrees to become Haskell's stenographer and work out the debt. Haskell, charmed by Shirley's beauty, makes love to her and excites the jealousy of Bobbie. Haskell makes improper advances to Shirley and to strengthen his affair he shows her a confession of guilt signed by her brother. He places this in a safe and designedly leaving the door ajar, snares Shirley when she seeks to steal the document. When he catches her at the safe, he urges his dishonorable love and she spurns him. Mrs. Haskell, who has hired detectives to shadow her unfaithful husband, finds him in what she deems a compromising situation and threatens to file an action for divorce. Haskell has previously had an affair with Amie Renault, who comes to his office to upbraid him just as Shirley repulses him. Shirley flees in terror and the next morning, the body of Haskell, who had been shot, is found. Shirley is accused of the murder, and to save her, Dick confesses that he killed Haskell with a cane, an avowal which excites the laughter of the Police Captain. Her innocence is finally established and the faith of her admiring Bobbie is reestablished in a clever manner. Bobbie, always timid, finally musters up sufficient courage to ask old Major Armitage for the hand of his granddaughter and all are rendered happy.

Clever Supporting Players

A CLEVER supporting cast was chosen for this photoplay. Niles Welch, a well known actor, is leading man and others in the cast include Lloyd Hughes, Willis Marks, William Conklin, Dorcas Matthews, Lucille Young and Andrew Robson.

George Barnes, Cameraman

GEORGE BARNES, one of the most capable cameramen in the country, photographed "The Virtuous Thief." Mr. Barnes' ability was displayed in Miss Bennett's "Partners Three" and "The Law of Men." He has made many superb shots in his latest picture, all of which add vastly to the attractiveness of the production.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9197, illustrated on Page 2 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9192, illustrated on Page 2 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

MISS ENID BENNETT

Charming Paramount-Ince Star

Widely Known as

"The Girl From Topsy-Turvy Land"

Celebrated Screen Favorite is Fond of Out-Door Sports. Does Plenty of Athletic Exercises, Loves Her Work and Wouldn't Part With Her Dog.

WHILE glancing through my Book of Facts, as is often my habit, I came across the following:

"AUSTRALIA: Often called 'The Land of Inverted Order' because of the peculiar animals that live there, and also because of the curious growth of shrubbery, trees, and so on. Cherry pits, for example, instead of growing inside the fruit, grow around the outside."

My business being that of interviewing motion picture stars, I saw in these curious facts a chance for a story. Picking up the "Directory of Players" I searched through the A's for some name connected with the Island Continent. Nothing in the A's. I had hardly started on the B's when I read:

"Bennett, Enid; born, York, Australia."

I hurried out to Miss Bennett's home near Culver City, where the Ince studios are located and where Miss Bennett had just finished her latest Paramount picture, "The Virtuous Thief," which comes to the ——— theatre on ———. Remembering the words of the Fact Book about Australia, I half expected to find something radically different about Enid Bennett and her surroundings.

Miss Bennett's home is beautiful and quite normal in every respect. I rang the bell and was ushered into a wonderfully furnished room.

"Please wait a few minutes," said the trim maid, "Miss Bennett will be finished with her exercise shortly."

When she came, I realized that she is just as beautiful in real life as she is on the screen. Nevertheless, I was disappointed. Somewhere, sometime I had read something about a certain form of exercise that the Australians indulge in. But Miss Bennett's faultless appearance made me change my mind about that particular Australian, anyway.

"Would you mind telling me, Miss Bennett, what kind of exercise you take?" was my opening question.

"Why," she replied, smiling, "just the ordinary body bending, touching the toes, and all that. I have no elaborate method. Just a few minutes in the morning and, if possible, a few minutes before bedtime. I don't do it for reducing—(I smiled, for Miss Bennett has a wonderful figure)—but more for the good it does my system."

With another brilliant idea in the back of my head, I asked: "Do you keep any pets?"

"Oh, yes," was her smiling answer, "I have a little dog that I wouldn't part with for anything." Disappointment again.

I decided to come right out with it.

"Miss Bennett, would you mind telling me why Australia is called 'The Land of Inverted Order'"?

She smiled and answered: "I suppose it is because there are so many unusual things there that are not found in America or any place else. But, America has many oddities in plants and flowers and animals that could easily give cause to us Australians to call America 'Topsy-Turvy Land.' You see, when people live in a country almost all their lives, they come to consider only what grows and lives in that particular land as natural and normal. If they hear of another order of animal and plant life in another country, they brand that as unnatural. So, you see, the so-called oddities of my own native land are perfectly natural to me, while so many of the things I have encountered here in America have struck me as very queer indeed."

Unable to pierce this wall of logic, I bade charming little Miss Bennett good-bye and left—a disappointed, but wiser scribe.

However, I had learned this much: Because Miss Bennett comes from Australia, it doesn't necessarily follow that she devotes all her spare time to boxing with a kangaroo; and she doesn't keep some outlandish animal like a giraffe for a pet, or commit any such breaches of American etiquette.

And she likes all kinds of outdoor sports suitable for demure little ladies and plays them all.

9191

ENID BENNETT
in "The Virtuous Thief"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9199, illustrated on Page 4 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9191, illustrated on Page 4 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

9199

ENID BENNETT
in "The Virtuous Thief"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9194, illustrated on Page 4 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Enid Bennett, in electro or mat form, suitable for use with any of her pictures.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

9194

ENID BENNETT in "The Virtuous Thief"
A Paramount Picture

Cast and Story of "THE VIRTUOUS THIEF"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Enid Bennett's Latest Photoplay.

A Paramount Picture

Enid Bennett A Stenographer Who Saves Her Brother's Honor In Her Latest Photoplay, "The Virtuous Thief"

Paramount Picture is Thrilling Human Drama Filled With Fine Characterization, Suspense, and Good Comedy Relief.

SHIRLEY ARMITAGE is the home-maker for her grandfather and her own brother, who works in the Haskell brokerage offices. She is courted by a timid youth, Bobbie Baker, who also works at Haskell's. It develops that Dick Armitage, tempted by a fellow clerk, takes $150 of the firm's money to invest in a "sure thing" on the board. He loses this and makes a straightforward confession to his employer. Haskell makes him sign a written confession, then gives him two days to repay, discharging him in the bargain. He goes home and confesses to his sister.

Shirley has been studying stenography at nights, and hits upon the plan of going to Haskell and agreeing to work out the debt. He is a "roue", and struck by the girl's beauty, agrees to the arrangement. Bob is delighted that his sweetheart is to work with him, but his jealousy is soon awakened by the attentions of the boss. Finally the crisis comes. Haskell makes improper advances to the girl and shows the written confession of her brother. When she resents his attentions, he puts the confession in the safe, which he leaves partially ajar. After he has left, she returns to the office to get the confession. As she is in the act of taking it from the safe, Haskell appears.

The bird has fallen into the trap. He now becomes insistent in his advances. His wife, suspicious for some time that he was unfaithful, as well as neglectful, has hired detectives who, having followed the girl, bring the wife to catch her husband in a compromising situation. Announcing that she will start an action for divorce, Mrs. Haskell leaves with her detectives. Haskell has previously had an affair with Amie Renault, who, piqued at his recent neglect, comes to his office to learn the cause. She arrives just as Haskell has told Shirley she will not get out of the affair so easily.

A short time later, the night watchman finds blood trickling from beneath Haskell's private office door. Haskell has been shot to death. Suspicion points to Shirley. How her innocence is proven, and the faith of her darling Bob reestablished, is a clever dramatic turn, one that will give a refreshing finish to the picture for all lovers of the screen. In this picture, Miss Bennett has been surrounded by an unusually strong cast including Niles Welch, Lloyd Hughes, William S. Conklin, Dorcas Matthews, Willis Marks and Lucille Young.

"THE VIRTUOUS THIEF"

THE CAST.

Shirley Armitage	Enid Bennett
Bobbie Baker	Niles Welch
Dick Armitage	Lloyd Hughes
Major Armitage	Willis Marks
Walter Haskell	William Conklin
Mrs. Haskell	Dorcas Matthews
Amie Renault	Lucille Young
Police Captain	Andrew Robson

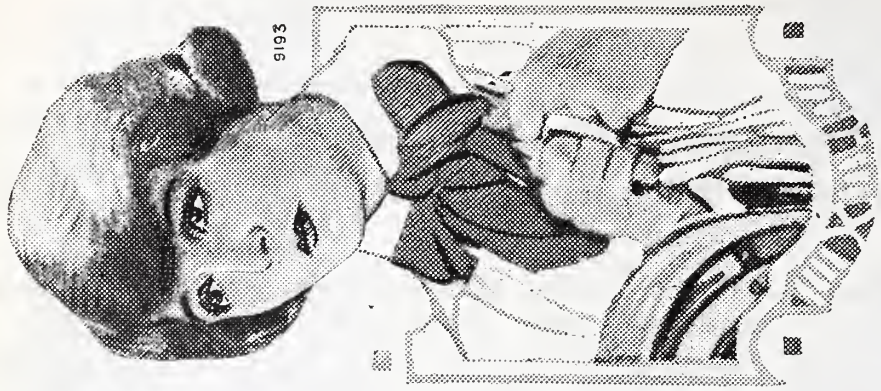
PRESS--Enid Bennett Appealing Heroine in Latest Paramount Picture "The Virtuous Thief"--REVIEW

"THE VIRTUOUS THIEF," Enid Bennett's latest Paramount-Ince picture, was presented with great success at the ——— theatre last evening. This is a delightful bit of drama with finely drawn characterizations of real human people living in the Flatbush district of New York. In it there is drama, suspense and good comedy relief.

Miss Bennett is charming as Shirley Armitage, a stenographer who goes to work for a scoundrel to save the honor of her brother, who in a moment of temptation took $150 of his employers' money to back a "sure thing" on the Stock Exchange. The weak brother is played with remarkable good taste by Lloyd Hughes.

Niles Welch is convincing and appealing in the part of the timid, yet jealous lover, who has the whistling habit. Willis Marks gives a good interpretation of Major Armitage, an old Southerner—who, despite his residence in New York, still reads the Memphis paper, and writes caustic criticicms to the editor. William Conklin portrays with realism the lecherous stock broker. An especially good bit is done by Andrew Robson as the police captain, and Dorcas Matthews and Lucille Young rise to the requirements of their parts.

The story concerns a young girl who becomes a stenographer of the broker her brother has robbed. He takes advantage of the power he holds to attempt the ruin of the girl. How she escapes and the man pays a terrible penalty is a plot development that would destroy the interest of the spectators by revealing in advance.



ENID BENNETT
in "The Virtuous Thief"
A Paramount Picture

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ENID BENNETT *in* "The Virtuous Thief"
A Paramount Picture

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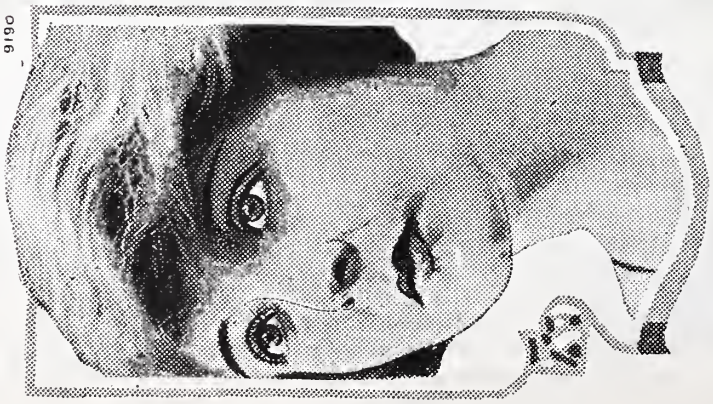

ENID BENNETT
in "The Virtuous Thief"
A Paramount Picture

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THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer

---

FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticised—a plan absolutely proof against attack—fair to every individual concerned in its operation, from studio to screen.

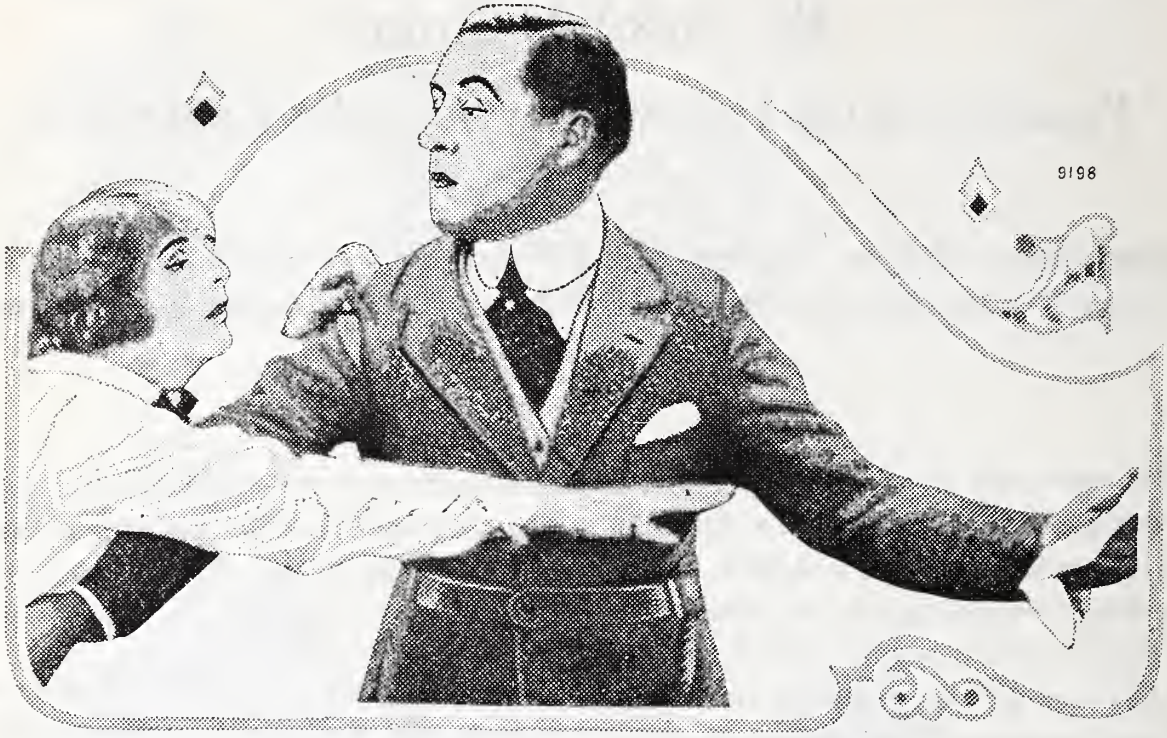
The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and to make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

Production Cuts, Actual Size and Screen, Just as They Will Appear in Your Newspapers



ENID BENNETT in "The Virtuous Thief."
A Paramount

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9198, illustrated on Page 8 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

ENID BENNETT in "The Virtuous Thief"
A Paramount Picture

Your Exchange has ten stock heads of Enid Bennett, in electro or mat form, suitable for use with any of her pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9196, illustrated on Page 8 of 'The Virtuous Thief' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Thos. H. Ince
Presents

ENID BENNETT in "The Virtuous Thief"

REWARD!

ONE hundred dollars' worth of thrills, smiles and tugs at your heart in this gripping romance of a girl's love and sacrifice.

For the sake of her brother's honor, she was scorched by a man's unholy love, scorned as a wanton, branded as a thief.

But when the reckoning came — Hurray! You'll be glad you came to see it.

Mention Other Attractions Here

All Week---11 A. M. to 11 P. M.

THEATRE

Thos. H. Ince
Presents

ENID BENNETT in "The Virtuous Thief"

By C. Gardner Sullivan. Directed by Fred Niblo. Photographed by George Barnes. Supervised by Thomas H. Ince.

TRAPPED at last! The man whose unholy love she spurned, had laid his plans well.

So he thought. But when the "other woman" came—well, compared with the terrific scenes which follow, this girl's robbing a safe is only one stirring episode in a big, smashing tale of sacrifice, love and conflict.

Get on the trail of "The Virtuous Thief" today!

Mention Other Attractions Here

All Week---Continuous---11 A. M. 11 P. M.

THEATRE

Thos. H. Ince presents

ENID BENNETT

IN

"THE VIRTUOUS THIEF"

THAT hand on the door! It told her that all she had yearned for, worked for, fought for, through long, weary months, had been in vain.

Now she was trapped—her brother's disgrace equalled by her own.

Yet a jealous wife and the "other woman" helped her more than she knew.—How?—Come and see, today.

A smashing, thrilling, soul-stirring picture. With winsome Enid Bennett in a role after her own heart and yours.

By C. Gardner Sullivan — Photographed by George Barnes
Directed by Fred Niblo — Supervised by Thomas H. Ince

A Paramount Picture

EXTEND THIS SPACE FOR OTHER FEATURES AND THEATRE NAME

EXHIBITORS!

FOR the asking, you may have mats of four, three, two and one column illustrations on this and other pages of this Press Book. They're business bringers.

If you want to cut down your advertising space during your run of the picture, keep the crowds' attention with this little ad on the left.

THEATRE NAME

Thos. H. Ince presents

ENID BENNETT

IN

"The Virtuous Thief"

BEGGING for mercy—from the man who had caused her woes. Scorned by his wife as a woman of shame. Branded as a thief.

All because she had reckoned not of self when her brother's good name demanded sacrifice.

A story that will tug and tug and tug at all the big human emotions you know.

By C. Gardner Sullivan. Directed by Fred Niblo. Photographed by George Barnes. Supervised by Thomas H. Ince.

MENTION OTHER ATTRACTION HERE

Advance Press Stories of "The Virtuous Thief"

To Be Sent to the Newspapers Prior to and During the Display of Enid Bennett's Latest Photoplay.

A Paramount Picture

WHISTLING LOVER HUMOROUS FIGURE IN "THE VIRTUOUS THIEF"

Niles Welch Plays Unique Role in New Enid Bennett Film Drama

SUCCESS in love may depend upon so trifling a thing as whistling, according to Thomas H. Ince's Paramount photoplay, "The Virtuous Thief," starring Enid Bennett, which comes to the ——— theatre ——— as a Paramount attraction.

There is a young lover in this story, a part artistically portrayed by Niles Welch, who has the habit of whistling. This grates on the nerves of his sweetheart's grandfather, so he makes the youth's life uncomfortable whenever he calls. This grandfather is an old soldier of the South, who moved years before to Flatbush, New York.

He is still a fighter and becomes especially antagonistic to Bobbie Baker, the whistling lover. The youth cannot understand this until one day his sweetheart, from a word let drop by the grandfather, discloses to him that it is the tune "Yankee Doodle" that riles the old man.

The youth takes a tip, and one day comes in whistling "Way Down South in Dixie." He is welcomed by the old man with open arms and finds his future courtship free from interference by the Confederate veteran.

This is merely a pretty little touch in the story, however, for the picture has an unusual and interesting plot that sustains suspense from beginning to end. The story was written by C. Gardner Sullivan and directed by Fred Niblo, under the supervision of Thomas H. Ince. Among the other players in the cast are Lloyd Hughes, Willis Marks, William Conklin, Dorcas Matthews and Lucille Young.

SPECIAL APPEAL IN 'THE VIRTUOUS THIEF" FOR BUSINESS MEN

New Enid Bennett Picture Has Realistic Wall Street Background

EVERY girl stenographer and every employer of girls in business offices will be especially interested in the plot of "The Virtuous Thief," the Paramount-Ince photoplay in which Enid Bennett will appear at the ——— theatre next ———.

Miss Bennett, who has won nation-wide reputation for herself by her artistry and charm, plays the part of a girl who becomes a stenographer in the office of a Wall Street broker in order to atone for the guilt of a weak brother who has stolen money from her employer. The broker proves to be a type of business man that is, fortunately, extremely rare in the financial district—a roué. Miss Bennett finds herself the central figure in a tangled plot that attracts toward her the finger of criminal accusation. How she is lured into a dastardly trap by her designing employer, who plays upon her intense devotion to her brother, and escapes in a miraculous way makes up the dramatic story, which was written by C. Gardner Sullivan.

A Wall Street office, with its stock boards, tickers, and other multifarious equipment, is a pretty complicated place, and some elaborate sets were constructed at the Thomas H. Ince studios to give the proper atmosphere to "The Virtuous Thief." William Conklin plays the heavy part in the story, and two interesting characters are portrayed by Niles Welch and Lloyd Hughes. Others in the cast are Willis Marks, Dorcas Matthews, and Lucille Young. The intensely human note struck by every person in the picture attracts the interest and sympathy of the audience at once, and its dramatic quality holds their attention throughout.

ENID BENNETT TALKS ABOUT HER PART IN LATEST PHOTOPLAY

Paramount Star Sympathizes with Typist Heroine of "The Virtuous Thief"

"I THOROUGHLY sympathize with Shirley Armitage, the heroine of 'The Virtuous Thief,' for my heart always goes out to young girls who are compelled by necessity to go into the business world to make their own living," said Enid Bennett, the charming little Paramount-Ince star in discussing her latest photoplay, which will be shown at the ——— theatre next ———.

"Shirley, you know, is ambitious and, not content with the idle life of a young girl with means, studies stenography and typewriting evenings at her home. When her brother in a moment of weakness steals money from his employer, she is compelled to make use of her knowledge to save the honor of her family and goes to 'work out' the debt in the office of the man from whom her brother stole.

"There she encounters temptations with which some working girls are confronted in business offices. When I was first handed the script, I wondered whether girls in real life were ever subjected to such trials at the hands of evil-minded employers. I rather doubted it and determined to find out the truth.

"Under the pretense of having some typing done, I visited some six or more stenographers in one of our largest cities and engaged them in conversation. I found that practically every one of them at some time or other in her business career had encountered the type of employer that is portrayed in 'The Virtuous Thief'—the man who is not above taking advantage of his position to endeavor to force unwelcome attentions upon his girl employees The result of my experiment was to increase my respect for the average working girl."

"THE VIRTUOUS THIEF" HAS A CAPABLE CAST

Many Good Players in New Enid Bennett Photoplay

ENID BENNETT, the charming Paramount-Ince star comes to the ——— theatre next ———, in a most attractive photoplay, "The Virtuous Thief." In this picture she has been surrounded by an exceptionally strong cast.

Niles Welch plays the part of the jealous young lover. He has been seen in many Paramount pictures, and has a host of admirers. Lloyd Hughes, a young man find of Mr. Ince's, appears as the heroine's brother, and William Conklin is the designing employer who attempts the ruin of the innocent young stenographer.

Others in the cast are Willis Marks, Dorcas Matthews, Lucille Young, and Andrew Robson. Every part in the picture is the delinia-tion of an interesting character, and every one assigned to the parts was chosen because of his special aptness in the interpretation of that line.

Well Known Author

C. GARDNER SULLIVAN, who wrote "The Virtuous Thief," which comes to the ——— Theatre ——— as a Thomas H. Ince-Paramount offering, is one of the best known writers for the screen today. Mr. Sullivan commenced his career as a screen author with Mr. Ince back in the two-reel days, and his vivid stories have contributed much to the fame of William S. Hart, Dorothy Dalton, Enid Bennett and many others. Mr. Sullivan wrote "Civilization," the big successful Ince production, and is now engaged writing another big feature story dealing with the most vital subject before the world today. The hundreds of picture stories he has written have made the name of C. Gardner Sullivan familiar to every screen fan.

TENSE DRAMA IN NEW ENID BENNETT FILM

"The Virtuous Thief" Is a Well Balanced Photoplay

ENID BENNETT, the charming Paramount star, is a stenographer in her latest picture, "The Virtuous Thief," which comes to the ——— theatre next ———. In an effort to save from prosecution her brother when he stole money from his employer and to shield the family name, she leaves her sheltered life and goes to work as a typist for the man from whom her brother stole. Her employer proves a scoundrel who is leading a double life. He tries to take advantage of the brother's guilt in order to force his atentions on the girl, but is foiled. Later he is murdered, and suspicion points toward the girl typist, but she is happily cleared.

Several good comedy scenes form welcome contrast to the tense dramatic quality of the picture as a whole. Enid Bennett does excellent work as the heroine, while Niles Welch, as a bashful lover, Willis Marks as an old fashioned Southern gentleman, and William Conklin as the lecherous broker are well cast for their parts.

The picture was directed by Fred Niblo under the supervision of Thomas H. Ince. The story is by C. Gardner Sullivan, an experienced writer, whose motion picture career dates from the days when Thomas Ince was producing two-reelers. He is the author of "Civilization," the famous Ince spectacle.

Unique Picture Heroine

IN order to secure local color for her part in the latest Paramount-Ince picture, "The Virtuous Thief," which is the current attraction at the ——— theatre, Enid Bennett spent several weeks studying the typical girl typist at short range. That is one reason why her portrayal of the stenographer-heroine is so true to life. Niles Welch is her leading man, and other notable players appear.

SOUTHERNER A HIT IN "THE VIRTUOUS THIEF"

Willis Marks Has Character Part in Bennett Picture

THAT old fashioned Southern gentlemen are living in some sections of New York City is revealed sometimes when the orchestra in the restaurant renders "Dixie," but otherwise their presence in the bustling metropolis goes practically unnoticed.

One of the most charming characters in Enid Bennett's latest Paramount-Ince photoplay, "The Virtuous Thief," which will be the attraction at the ——— theatre next ———, is the grandfather of the heroine, who though at the time of the story a resident of Flatbush, still is living in the days of the Confederacy and the Old South. His granddaughter's bashful lover almost causes a riot when he whistles "Yankee Doodle" in his presence and wins his favor only when he changes his tune to "Dixie."

The part is played by Willis Marks and is one of the most delightful bits in the picture, which is one of the most intensely dramatic and interesting vehicles that Miss Bennett has yet had. The plot deals with a sheltered girl who enters the world of business to shield the honor of an erring brother who has stolen a sum of money from his employer.

Versatile Director

FRED NIBLO, who directed Enid Bennett in her latest Thomas H. Ince pictures, "The Virtuous Thief," which is on view at the ——— theatre this week, is one of the most versatile directors in the moving picture business. He has a deep insight into human nature and affairs of the world, having been a globe trotter and lecturer for years. He visited and collected pictures and material from the interior of Africa and traveled Russia in the days when the Czar was supreme. He has the distinction of being the only man who ever took pictures inside the royal palace. He has been through China and Japan, Egypt and Arabia. He knows humanity in its every phase and color.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Hailed by the Conquering Heroes

IF THE war trophies sent to Enid Bennett by admiring members of the A. E. F. were stretched end to end, they would reach from Omsk to Pinsk or vice versa. Here is Enid armed with some that arrived in the latest batch. German helmets aren't a novelty any longer, but the Paramount-Ince star cherishes all of them. Her latest picture, some two million ex-soldiers may want to know, is called, "The Virtuous Thief."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are Send a column of this page to each of your t picture editors of your local newspapers WANT and WILL PRINT at any time. prefer it, have your stenographer typewritwo or more important newspapers. If you theatre in each item and then send thee the stories and insert the name of your just the kind of news items the motionm to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

FRED NIBLO, who directs Enid Bennett at the Thomas H. Ince studios in Culver City, in Paramount Pictures, has a choice collection of still photographs—snapshots of the natives of the South Sea Islands which where taken long before the motion-picture camera came into use. Mr. Niblo's original purpose in taking these photographs was to make from them stereoptican slides, to be used to illustrate a contemplated lecture tour. He took the photographs while excursioning from his Australian home, and his visit to the Islands preceded by many years the later visits of explorers who went there to take motion pictures of the savages.

* * *

Naturalness and realism are the two elements that are being consistently injected into Paramount pictures, but the means to secure these qualities are sometimes ludicrous, no matter how effective. In the filming of the new Paramount-Ince picture, "What's Your Husband Doing?" in which Douglas MacLean and Doris May are co-starring, Mr. MacLean was called upon in one scene to appear in police court. Director Lloyd Ingraham instructed him as follows: "Say something, Doug, that will make you feel natural under the circumstances." Thereupon Mr. MacLean said, "Your Honor, I wasn't travelling over twenty-five miles an hour at the most." The scene had to be retaken because the judge laughed outright.

* * *

Tom Hopkins, of the scenario department of the Thomas H. Ince studio, where Paramount pictures are made, found a little tag on his Buick roadster the other day, which read: "Please call at the police headquarters and explain why traffic should be blocked on the main thoroughfare by this child's toy." Mr. Hopkins is a proud owner and was grossly insulted by this act, which he thinks is a put-up job. Whenever Tom sees anyone smiling on the wrong side of his face, he immediately gets suspicious. Tom vows that he will find the guilty party before time to go to court, and if he does, he promises there will be something sensational in the way of news from the Ince studio.

Exclusive Stories
For Photoplay Editor
From.....Theatre

MAE MURRAY, whose brilliant career as a musical comedy star led her to greater fame as a motion picture actress, has joined the Famous Players-Lasky forces. She will appear in a picturized version of "On with the Dance," by Michael Morton, the play which A. H. Woods produced at the Republic Theatre in 1917-1918.

Miss Murray originally made her name with the Famous Players-Lacky Corporation in such noteable pictures as "Sweet Kitty Bellairs," "To Have and to Hold" and "The Dream Girl." Work on the new picture will start in August. George Fitzmaurice, who has been directing Famous Players-Lasky productions with Elsie Ferguson, has been chosen as Miss Murray's director.

* * *

William D. Taylor, who is to direct the Paramount-Artcraft special written by Julia Crawford Ivers from Mark Twain's immortal story of boy life, "Huckleberry Finn," having completed his cast, practically, is now scouting for locations with the location director. Hannibal, Mo., is the locale of a lot of the story, and the big river scenes are, of course, highly important.

* * *

In addition to the usual line of advertising, publicity and exploitation exhibitors playing "The Woman Thou Gavest Me," the Paramount-Artcraft Special picturized by Hugh Ford from Hall Caine's novel of the same name, will have a specially written song by Al Piantadosi, based on the production and carrying the same title, to aid them in establishing a box office "draw" and making the engagement a winner.

* * *

One of the greatest publicity campaigns in the history of the motion picture industry is reported to have been prepared for the benefit of exhibitors using Paramount-Briggs Comedies. Nearly 500 newspapers all over this country and Canada are using the Briggs cartoons daily, and through arrangements made by the Famous Players-Lasky Corporation, which is distributing the Briggs Comedies, these newspapers will co-operate by giving an unprecedented amount of publicity to aid exhibitors showing these pictures.

Exclusive Stories
For Photoplay Editor
From.....Theatre

SUFFERING from a nervous breakdown and under the constant care of a special nurse in a diet sanitarium, Elliott Texter, Famous Players-Lasky screen star, is considerably improved and will soon be seen in pictures again.

While he was a stage and film actor for years, Mr. Dexter has been known lately for his performance in "Don't Change Your Husband," "Old Wives for New" and "For Better, For Worse," Cecil B. De Mille Artcraft productions.

Only a few weeks ago the announcement was made that Mr. Dexter had been created a star in his own right, and then followed the information to a few of his friends that he had been taken seriously ill. It is denied that his illness will force his retirement from the screen for many month. His condition points, on the contrary, to quick recovery and his early return to the studio.

* * *

An ordinary five-reel picture, it may be interesting to learn, contains from 160 to 200 scenes. When "The Teeth of the Tiger," by Maurice Le Blanc, was originally made into a scenario for Famous Players-Lasky by Roy Somerville, it was found that the total number of scenes was 501. That necessitated a revision of the script, with the result that the number of scenes has been cut down to 300, and the action consequently speeded up.

* * *

Ed Rose, George Whiting and Lew Pollack, of the New York song publishers, Mc Carthy and Fisher, Inc., recently attended a private showing of "Good Gracious, Annabelle," the new Paramount picture with Billie Burke. The photoplay proved an inspiration—evidence of which is found in the new song which these noted writers have just finished, written about the picture and bearing the same title.

* * *

Doris Lee, who as Doris May, according to a recent announcement, is henceforth to be co-starred with Douglas MacLean in Thomas H. Ince productions for Paramount, appears in support of Charles Ray, the noted star, in his latest Paramount picture, "Hay Foot, Straw Foot."

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE VIRTUOUS THIEF"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet ..... 10 cents each
Three Sheets ..... 30 cents each
Six Sheets ..... 60 cents each
Twenty-four Sheets ..... $1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes ..... 12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set..... 60 cents
11x14 sepia, 8 in set, per set..... 60 cents
22x28 sepia, scene or star..... 40 cents
22x28 colored photos of women stars.... 60 cents
22x28 black and white star..... 75 cents
8x10 photo of star, can be used for all other productions of this same star, each.. 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts..... 15 cents each
Three 2-column cuts..... 25 cents each
Two 3-column cuts..... 35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column ..... 25 cents each
Two column ..... 40 cents each
Three column ..... 90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut..... 15 cents each
Two column layout cut..... 25 cents each
Three column layout cut..... 35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen ..... 15 cents each
Also line drawings..... 20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter suggested for the Exploitation of "The Virtuous Thief"

.....1919

Dear Miss Mason:

Enid Bennett plays the stellar role in "The Virtuous Thief," her latest Paramount picture, supervised by Thomas H Ince, which comes here .....for a run of .....

Fred Niblo directed the picture, the story of which was written by C. Gardner Sullivan: two additional factors that guarantee the merit of the production.

It tells how Shirley Armitage--dear, honest, beautiful Shirley!--was led to open a safe. And then--but what's the use of telling?

See why and wherefore at this theatre.

Yours cordially,

....., Manager

POST CARDS ON "THE VIRTUOUS THIEF"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Mason:

Enid Bennett's latest Paramount picture, 'The Virtuous Thief,' comes here ..... for a run of..... days.

Ought you to see it? Well, it's a Thomas H. Ince production!

Cordially yours,

....., Manager

.....1919

Dear Miss Mason:

'The Virtuous Thief' is the name of Enid Bennett's latest Paramount picture. And it's here to-day!

It's a delightful picture story which will please you immensely. Come early.

Cordially yours,

....., Manager

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

	Order No.----------	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				
Play Date	Titles of Productions	1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

ADVERTISING POSTERS

Always Obtainable at Your Exchange

Six Sheet

One Sheet

One Sheet

How Will You Advertise

ENID BENNETT

in

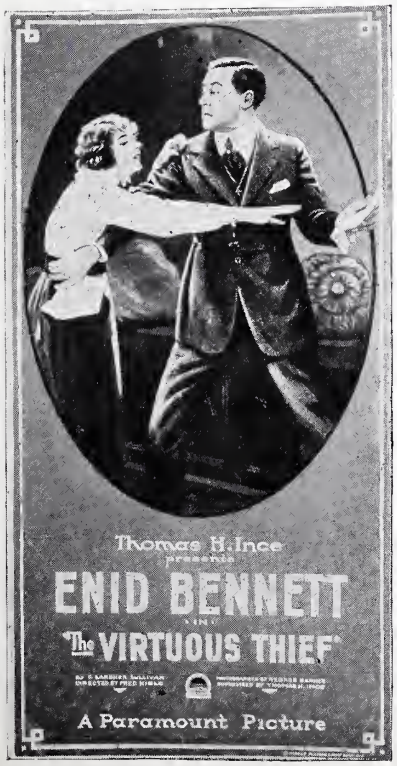
"THE Virtuous Thief"

BIG! BUT HOW?
POSTERS

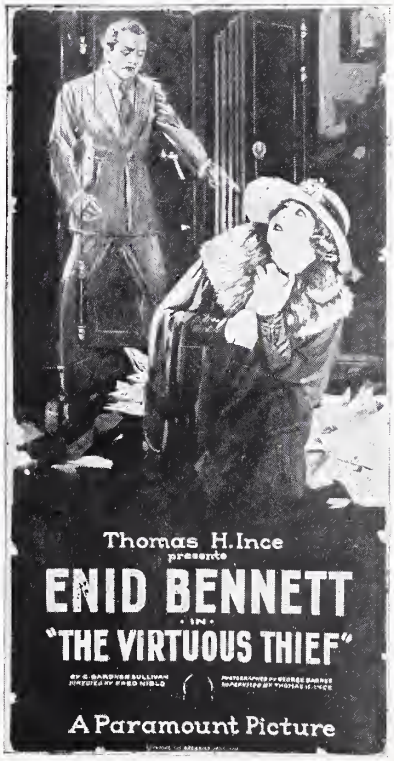
1-Sheet—3-Sheet—6-Sheet

All Over Town!
Everywhere!

That's the way to turn
'em away every show



Three Sheet



Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Centre
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne With Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Hero
The Rough House
His Wedding Night
Oh, Doctor!
Fatty in Coney Island
Out West
A County Hero
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 13

A Society Exile

Scheduled Release Date: **17 Aug 1919**

Helps That Really Help You To Put Over

ELSIE FERGUSON

in

"A SOCIETY EXILE"

An ARTCRAFT Picture

Advertising Cuts and Mats

Scene Cuts and Mats

Lithographs

Advance Publicity Stories

Current Publicity Stories

Reviews

Material For Programs

Promotional Ideas

List of Other Accessories

SPECIAL FEATURES OF THIS BOOK

A Review That Is Sure To Pack Them In On The Day After Opening

A Startling 3-Column Advertising Cut

A Particularly Good Poster

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Facts Regarding Elsie Ferguson and Her New Paramount Picture, "A Society Exile"

FOR years a footlight favorite, Elsie Ferguson is today one of the most popular figures in the screen world. She is an attraction of the finest grade as every exhibitor who has displayed her recent Artcraft pictures is aware.

Elsie Ferguson, Star

ELSIE FERGUSON is an artist second to none in her field. She is an actress of real genius and her charming personality has drawn to her standard more than a million picture fans not only in this country but wherever motion pictures are shown. She has been seen in numerous roles in the portrayal of which she has displayed her exquisite art so that they now rank as classics of the screen. In "A Society Exile," Miss Ferguson has a remarkable role—two roles, in fact, both of which are diametrically opposite each other in temperament and treatment. But the requirements of both portrayals are handled by her with discretion, taste and artistic skill. That this photoplay will be admired by all alike, there can be little question.

Henry Arthur Jones, Author

HENRY ARTHUR JONES is one of the best known playwrights in the world. He is author of two score or more plays in addition to "We Can't Be as Bad as all That," which forms the basis of "The Society Exile," and which was produced at the Nazimova Theatre, New York, in 1910. The play scored an immediate success and it has since been seen all over the country.

Ouida Bergere, Scenarist

OUIDA BERGERE, a continuity writer of reputation who has done many excellent pictures, adapted "We Can't Be as Bad as All That," for Miss Ferguson's use as a starring vehicle. Miss Bergere, who, by the way, is the wife of George Fitzmaurice, the director, is rapidly forging her way to the front of American writers for the screen.

TABLE OF CONTENTS

George Fitzmaurice, Director

GEORGE FITZMAURICE, who directed Miss Ferguson in "A Society Exile," is an exceptionally gifted director who has a score of famous screen successes to his credit. He directed Miss Ferguson in several of her recent photoplays with delightful results.

A Dramatic Story

NORA SHARD, an American heiress, writes a successful novel and when she and her aunt go to England to visit Lady Carnworth, she meets Lord Bissett, the worthlesss brother of the latter. Heavily in debt, Bissett sees a way out of his financial difficulties by wedding Nora and he pays her devoted attentions. She refuses his offer of marriage and when he learns that Sir Harold Furnival, a successful playwright has arranged to collaborate with Nora in dramatising the novel, he communicates with Lady Furnival who is jealous of her husband. Nora overhears Bissett discussing her with his sister and she angrily leaves Lady Carnworth's house and makes her home in a cottage near the Furnival estates where she works with Furnival on the dramatization of her novel. Bissett spies upon them and convinces Lady Furnival of her husband's infidelity. She slays her husband and herself and Bissett makes public certain manuscript in Nora's handwriting which seriously compromises her. Sir Ralph Newell, brother of Lady Furnival, believes Nora has wrecked his sister's life and he goes to war. He is wounded at the Marne and goes to Venice to recuperate. Here he meets Nora under the name of Christine Engaine and she writes him a letter telling him the truth regarding the Furnival tragedy—which letter, however, he never receives. Believing he knows all, she finally weds him and they return to England. Bissett now tells his story to Newell, who discards his wife. She returns to Italy where her child is born and she is later rejoined by her husband after he as wrested the truth from Bissett. Both find happiness with their son.

Strong Cast

THE cast selected in support of Miss Ferguson is far above the average. William P. Carlton is leading man and others are Warburton Gamble, Julia Dean, Henry Stephenson, Zeffie Tilbury, Bijou Fernandez and Alexander Kyle.

Arthur Miller, Cameraman

ARTHUR MILLER, a trained cameraman, photographed the scenes of "A Society Exile" with splendid results. Mr. Miller has been associated with Director Fitzmaurice in the making of numerous pictures and his work in Miss Ferguson's latest starring vehicle ranks among the best.

ELSIE FERGUSON in "A Society Exile"

An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 947, illustrated on page 2 of the 'A Society Exile' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Elsie Ferguson (in electro or mat form) that are suitable for use with any of her pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 944, illustrated on page 2 of the 'A Society Exile' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

ELSIE FERGUSON in "A Society Exile"

An ARTCRAFT Picture

WHY WE KEEP ALOOF

By Elsie Ferguson

Famous Artcraft Star in

"A SOCIETY EXILE"

She Asserts it is a Physical Impossibility for Popular Actresses to Meet the Persons Who Write Them Letters, so One Must be Impartial * * * Star Discusses Her Role in Her New Picture, "A Society Exile."

ALMOST all actresses receive countless letters from persons who desire to know them out of character. Most of these letters are sincere tributes from real admirers, and they are usually very precious to the receiver. All of us, in spite of our protestations to the contrary, like admiration and success.

But if an actress would retain this popularity, she must above all things preserve a certain aloofness. Besides, it would be impossible to meet all the persons who write us these letters, so one must be impartial as well.

I remember quite well a very close friend who had an unknown admirer, who wrote her the most importunate love letters, day after day, for reasons. He was mad to meet her. It kept up a long time, and he was so faithful and persistent in his admiration that when she found he had met some people who were friends of hers and had persuaded them to present him, she agreed to the introduction.

This is what happened. The moment he met her he lost interest. She never saw or heard of him from that day. So I have profited from her experience. I am too clever to let any admirer get close enough to see the real Elsie Ferguson. The only way to fan such an infatuation and keep such a man interested, is to confine his impressions to the interpretations of the stage or the screen.

Many of the letters I have received lately have praised me for the "naturalness" of my acting on the screen and asked the old, old question: "How do you do it?" In reality there is no such thing as actual naturalness on the screen; one seems natural—that's all. I hope I make that clear. If a woman quarrels with her husband or her sweetheart in her drawing room, there is a scene in some degree, of course; probably she raises her voice a key or two, and she moves about the room, or she may grant herself a few gestures, but that scene would be absolutely lost on the screen. She must at least double, or in fact at times, triple her intensity, and maybe go so far as to quadruple it. In accomplishing this for the silent drama, we do not add intensity to our voice, but just to our expressions and determine just what emphasis to give certain ones, so as to increase the emphatic point when needed.

With this naturalness there must also come variety, a change of tempo and expression, so that your audience may not become tired or your work becomes monotonous. I have never derived any false opinions from what some people have been good enough to call my "gift of naturalness," and many do not understand it has been a long, hard pull for me to attain the success I have. I know it, and shall never forget it. Besides, the fact that I am successful today does not mean that I will be tomorrow. Women have a rather hard time in life. All of them have. Sometimes I think it is a very horrible thing to be a woman.

I used to think so many times in those early days when I was a chorus girl. I was terribly shy and timid as a child, particularly when it came to talking. This was principally because I didn't care to talk trivialities, and when I did think of something I considered worth saying, I felt that I would be misunderstood and said nothing—therefore I got the reputation of being dull. My first venture on the stage —in the chorus of "The Belle of New York"—was largely a lark. The excitement and novelty of it buoyed me up at first, but later a reaction set in and I became quite unhappy in the "merry merry." I was not what the other girls called "a good fellow." Consequently they left me pretty much to myself. So did the men who played around with them. I became practically an exile and came to know what it was to be shunned and laughed at by one's companions and fellow beings.

That is one reason why I have so much sympathy with my latest part on the screen, that of Nora Shard in my new Artcraft picture, " A Society Exile." Nora is an American heiress who is also a successful novelist. She goes to England, accompanied by her aunt. There she meets a dissolute lord, Lord Bissett, who wishes to marry her for her money. When she refuses him, he plans revenge. In the meantime Nora has met an English gentleman who wishes to turn her novel into a play. Bissett misrepresents their innocent relationship to this gentleman's wife. The result is a double tragedy, and Nora is hooted out of England—an exile from society. She takes up residence in Venice, where happiness and true love later come to her. This is one of the most congenial roles I have ever had, either on the stage or screen, and probably the strongest motion picture vehicle in which I have appeared.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

Your Exchange has ten stock heads of Elsie Ferguson (in electro or mat form) that are suitable for use with any of her pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 942, illustrated on page 4 of the 'A Society Exile' press book." Specify whether you want an electro or a mat.

942

ELSIE FERGUSON
in "A Society Exile"
An ARTCRAFT Picture

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946

ELSIE FERGUSON in "A Society Exile"
An ARTCRAFT Picture

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940

ELSIE FERGUSON
in "A Society Exile"
An ARTCRAFT Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "A SOCIETY EXILE"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Elsie Ferguson's Latest Photoplay

An Artcraft Picture

Elsie Ferguson Has Strong Dual Role in Her Powerful Artcraft Photoplay, "A Society Exile"

Picture is Swift Moving Drama, Crowded With Thrills, and Gives Famous Star Opportunity to Show Remarkable Versatility.

NORA SHARD, a charming young American heiress, has written a successful novel, "Diana." Chaperoned by her aunt, Nora goes to England to visit Lady Carnworth, whose worthless brother, Lord Bissett, is an ardent suitor for Nora's hand. The young man is heavily in debt, and looks to Nora's fortune to make life once again easy for him. Nora, however, repeatedly refuses him.

Among the guests at a dinner at Lady Carnworth's, are Sir Harold Furnival, a sucessful young playwright and his wife, Doris, who is little more than a foolish and jealous child. Furnival suggests to Nora that she permit him to collaborate with her in turning her book into a play. Nora agrees with delight.

One night she overhears Bissett and his sister discussing his hopes in regard to Nora's money. Blazing with anger the girl tells Bissett her most unflattering opinion of him, and taking her maid, leaves the house. Nora's aunt, refusing to accompany her niece, returns to America.

Nora takes a cottage in the vicinity of the Carnforth and Furnival estates, and daily she and Furnival collaborate upon the play. Furnival, knowing his wife's jealous disposition, does not tell her of his work with Nora. Bissett spies upon Nora and Furnival and goes to Lady Doris with grossly misrepresented accounts of the innocent affair. He also gets a bit of the manuscript in Nora's writing, and so alters it that it appears to be a compromising letter from Nora to Furnival. This Bissett leaves where Doris will find it. His one idea is to revenge himself upon the woman who refused him.

Doris is beside herself with jealousy. She conceals a revolver in her gown and persuades Bissett to drive her to Nora's cottage. Finding Furnival there she kills him and then herself.

Even then Bissett is not satisfied. He shows the false "letter" to Sir Ralph Newell, Doris' brother, a wealthy and attractive young bachelor. The papers get hold of it, and everyone believes that Nora was Furnival's mistress. She is hooted out of England, and, not daring to return to America, goes to Venice where she takes the name of Christine Engaine.

Newell is fearfully bitter against Nora, the "adventuress," whom he has never seen but who, he believes, wrecked his sister's life. He enters the war—is wounded in the Battle of the Marne, and goes to Venice to recuperate.

There he meets Nora (now known as Christine). Their friendship deepens into love. In a letter she tells him her whole story. He never receives the letter, but she believes that he has—that he understands. They are married and return to London that Nora's expected child may be born in England. She learns that he never received the letter, and now dares not risk her happiness by telling him who she is.

The day of their arrival, Bissett calls, sees Nora alone, and demands her pearls as the price of his silence. He is accused by Newell of theft, and, to defend himself, tells Newell that his wife is Nora Shard. Newell orders Nora from his sight.

She leaves the house, heartbroken, and returns to Italy where her son is born. Newell forces the whole truth from Bissett and realizes Nora's innocence.

The agonized husband searches all London for Nora in vain. He returns to Venice and there perfect happiness comes to them both when he finds her and their son.

"A SOCIETY EXILE"

The Cast.

Nora Shard / Christine .....**Elsie Ferguson**
Sir Ralph Newell...**William P. Carlton**
Lord Bissett.....**Warburton Gamble**
Lady Doris Furnival.....**Julia Dean**
Sir Howard Furnival **Henry Stephenson**
Mrs. Stanley Shelby.....**Zeffie Tilbury**
Lady Carnforth.....**Bijou Fernandez**
Lord Carnforth.. . .**Alexander Kyle**

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

ELSIE FERGUSON in "A Society Exile"

An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 948, illustrated on page 6 of the 'A Society Exile' press book." Specify whether you want an electro or a mat.

ELSIE FERGUSON
in "A Society Exile"
An ARTCRAFT Picture

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PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

CLARE BRIGGS, who is producing the Paramount-Briggs Comedies, which are based on the stories of child life in his cartoons, "When a Feller Needs a Friend," etc., feels unusually at home in the studio where the comedies are made, for the arrangements of rooms in the home of Skinny, the boy hero of the pictures, is the same as that in the boyhood home of Briggs himself. Three rooms are kept standing in the studio—the kitchen, "sitting room" and dining room. Moreover, they are furnished in the same general style as was Brigg's old home in Nebraska

* * *

That Nature, in the role of a motion picture star, has strong drawing power with the public is shown by the success achieved by the Paramount-Post Nature pictures which already have had special showings at the Rivoli Theatre in New York, according to a statement by the Famous Players-Lasky Corporation, which, beginning September 1, will distribute these unique subjects on a basis of twenty-six a year. The reason for this success, it is asserted, is that these pictures not only are marked by exquisite photographic effects, but also that they show Nature in her most charming moods.

* * *

Far-reaching as is Miss Castle's fame in the matter of dress and athletic prowess, the fact remains that she is most widely known, outside of her work in pictures, as a dancer. All these gifts have been made full use of by the producers of the Paramount-Artcraft Special "The Firing Line." In a scene presenting a garden fete, amid most attractive surroundings—this and other scenes in the picture were taken at Miami, Fla., on one of the finest estates in that section—Miss Castle dances for the assembled guests.

* * *

"Trying to Get Along," is the title of a new Paramount comedy from the Mack Sennett studios. Charlie Murray, Charlotte Mineau, Harriett Hammond, Kala Pasha, Jim Finlayson and Mrs. Pat Kelly are numbered among the cast and there is a pulchritudinous bevy of Sennett girls who assist.

Exclusive Stories
For Photoplay Editor
From.....Theatre

PRELIMINARY to the convention of branch managers and salesmen of the Famous Players-Lasky Corporation, held in Los Angeles recently, twenty-five or more of the visiting delegates, headed by Herman Wobber and Louis Marcus, district managers, were entertained at luncheon at the Lasky Studio at which John C. Flinn, Director of Advertising and Publicity, acted as toastmaster.

In addition to the visitors, the following were present: C, B. DeMille, W. C. DeMille, Frank Woods, George Melford, James Cruze, Donald Crisp, Irvin Willat, Harry Houdini, Wallace Reid, Bryant Washburn, Hugh Ford, Robert Warwick, Ann Little, W. J. Fender, Adam Hull Shirk, Lou Goodstadt, Miss West, Al Palm, Alvin Wyckoff, A. Sheppard, R. G. Vignola, Ben Hadley, Neil McCarthy, George Dickson, J. MacCormack, James Sonter, Wilfred Buckland, Charles Eyton, Gloria Swanson, Wanda Hawley, Thomas Meighan, Lila Lee, Howard Wells, Mrs. Julia Crawford Ivers, Ed. Mitchell,, Mrs. McGaffey, J. S. Woodhouse, Paul Conlon, John C. Flynn, Herman Wobber and M. E. Hoffman.

* * *

Fatty Arbuckle, star and creator of Paramount-Arbuckle comedies, has another new auto—a Renault roadster, with specially built body. It is a dream on wheels, flashing in the sun like a chariot of fire. And Fatty is as proud of it as a boy with his first long pants.

* * *

What is believed to be a record in the time consumed in photographing a one-reel picture was established by W. A. Van Scoy in taking the scenes for the Paramount-Past Nature picture, "Come, Watch With Me the Passing Night." It took Van Scoy five month to shoot the 900 feet of film in the picture, and in the course of making it he photographed scenes in Washington, California, Oregon and British Columbia.

* * *

Miss Dorothy Dalton worked in the eastern studios of the Famous Players-Lasky Corporation on a production dealing with the Apache of Paris called "L'Apache." Joseph De Grasse directed under the supervision of Thomas H. Ince.

Exclusive Stories
For Photoplay Editor
From.....Theatre

FATTY ARBUCKLE'S latest Paramount-Arbuckle comedy, in which Fatty plays the role of stage carpenter in a small town vaudeville house, is "Back Stage." Mollie Malono is the heroine; Al St. John is the desperate villain, and the rest of the amusing crew of merrymakers help along the frolicsome farce which is based on the adventures of tank town players and the stage hands of the little burgh.

Love? Yes, there is love in it also. Fatty and Mollie—whom he defends from the wretch who maltreats her, find solace in a mutual affection. A wonderful theatre was built for the show—a real one, with curtains, scenery, dressing rooms, orchestra pit, balcony and everything.

The laughs are almost continuous—the humor is not forced but perfectly natural; the gags are new and original, and it is, in short, a comedy that will amply sustain the tremendous reputation of Fatty Arbuckle as chief blues-disperser of the world.

* * *

"L'Apache," the first Thomas H. Ince production to be made in the eastern studios of the Famous Players-Lasky Corporation, has been completed. Dorothy Dalton plays a dual part in this drama of the Parisian underworld. Some of the scenes are most elaborate, one in particular, the interior of the Poulet d'Or, in which Miss Dalton does the dance of the Apache, took up half of the New York studio and required the use of one hundred and fifty extras to fill in the scene. A troup of acrobatic dancers and professional jugglers were used to give atmosphere.

* * *

Cecil B. DeMille and his company, while engaged in making the Paramount-Artcraft production of the J. M. Barrie play, "The Admirable Crichton," went to Santa Cruze Island off the California coast, where they arrived after a perilous voyage on Frank Garbutt's yacht. Several members of the company were seasick—everybody had plenty of exitement on the trip. But all worked like trojans, according to the report. Jeanie Macpherson wrote this story from the famous J. M. Barrie play.

ELSIE FERGUSON
in "A Society Exile"
An ARTCRAFT Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 949 on page 8 of the 'A Society Exile' press book.' Specify whether you want an electro or a mat.

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ELSIE FERGUSON
in "A Society Exile"
An ARTCRAFT Picture

ELSIE FERGUSON in "A Society Exile"
An ARTCRAFT Picture

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ELSIE FERGUSON in "A SOCIETY EXILE"

An ARTCRAFT Picture

LIES! Jealousy! The crack of a pistol—and the world had another "sensation." What though the "other woman" was all that a woman should be? Friends, home, honor fell away. Only love remained. Then in love's own way—but you'll have to see beautiful Elsie Ferguson in this great heart-warming picture before you can guess its power.

From Henry Arthur Jones' Celebrated Play,
"We Can't Be as Bad as All That"

Scenario by Ouida Bergere. Directed by George Fitzmaurice

(Mention Your Other Attractions Here)

All Week - - Continuous - 11 A. M. to 11 P. M.

THEATRE NAME

EXHIBITORS!

GET 'em coming with the large four, three, two and one column ads, shown on this and following pages. Then, if you don't want to continue with the larger advertising space, **keep** 'em coming with this little supplementary ad on the left.

THEATRE NAME

Adolph Zukor *presents*

ELSIE FERGUSON

IN

"A SOCIETY EXILE"

An ARTCRAFT Picture

THE law—closing in!

In the shadows, a blighted home, suicide, murder.

And she there, shrinking, afraid to speak—innocent!

A scene you won't forget; but no stronger than many others, before and after, in this mighty drama of a good woman whom the world scorned.

Even though you have seen Elsie Ferguson in such master-pictures as "The Danger Mark" and "Eyes of the Soul," you will marvel at this new revelation of her supreme gifts as an actress.

The charm of English countrysides, the rich color of Venice—scene after scene that will thrill you with its beauty or grip you with its emotional power.

FROM HENRY ARTHUR JONES' FAMOUS PLAY, "WE CAN'T BE AS BAD AS ALL THAT"

Scenario by OUIDA BERGERE **Directed by GEORGE FITZMAURICE**

(Mention Your Other Attractions Here)

Adolph Zukor
Presents

ELSIE FERGUSON

in

"A Society Exile"

An ARTCRAFT Picture

BECAUSE she scorned a scoundrel, he vowed to ruin her life.

Scandal, disgrace, even murder were heaped on her head, and at last she was driven from England.

But under another name, in Venice, she met and loved the brother of the woman whose death was laid at her door.

When he found out—well, you'll remember **this** picture for a long, long, time!

Written by Ouida Bergere from Henry Arthur Jones' famous play, "We Can't Be as Bad as All That." Directed by George Fitzmaurice. Come!

(Mention other features here)

Monday, Tuesday, Wednesday

THEATRE NAME HERE

THEATRE

All Week **Continuous** **11 to 11**

in

"A Society Exile"

An ARTCRAFT Picture

DRIVEN from her country as a moral leper! Yet she was all that a woman should be. See this powerful picture-drama from Henry Arthur Jones' celebrated play, "We Can't Be as Bad as All That."

Scenario by Ouida Bergere. Directed by George Fitzmaurice.

Advance Press Stories of "A SOCIETY EXILE"

To be Sent to the Newspapers Immediately Prior to and During the Display of Elsie Ferguson's Latest Photoplay

An Artcraft Picture

SPLENDID VENETIAN SET FOR NEW ELSIE FERGUSON PICTURE

"A Society Exile" is a Strong Portrayal of English Social Whirl

ONE of the most striking scenes in "A Society Exile," the latest Artcraft photoplay starring Elsie Ferguson, which will be the attraction at the ——— theatre next ———, portrays a portion of the Grand Canal in Venice and is a faithful and beautiful reproduction.

For the scene it was necessary to construct at the Famous Players-Lasky studios a "set" comprising six complete houses, bridges, pilings, and gondolas that occupied, when finished, three-quarters of the immense studio. A large tank of galvanized iron extending the length of the "set" held the water, which was one foot deep. The gondolas were on wheels to prevent them from fouling on the bottom. The construction was under the supervision of George Fitzmaurice, director for Miss Ferguson.

"A Society Exile" is one of the best vehicles the talented stage and screen star has yet had to show her remarkable talent. It tells the story of an Ameriian heiress, who has written a successful novel and is taken by an aspiring aunt to England, where she is unjustly accused by a jealous wife of alienating the affections of her husband.

Driven from England by the scorn of society, Nora Shard, played by Miss Ferguson, takes up residence under an assumed name in Venice, where matters finally adjust themselves happily. The picture is from the celebrated stage play, "We Can't Be as Bad as All That," written by Henry Arthur Jones, the famous British playwright. It was adapted for the screen by Ouida Bergere and is an extremely powerful portrayal of a certain phase of English high life.

SOCIETY HEROINE OF NEW TYPE PORTRAYED BY ELSIE FERGUSON

Heiress Who Writes Novels Leading Figure in "A Society Exile"

THE character portrayed by the talented stage and screen star, Elsie Ferguson in her latest Artcraft photoplay, "A Society Exile," which will be shown at the ——— theatre next ———, is one which most of us would probably have considered untrue to life in the days before the war.

However, the splendid work done by many daughters of millionaire parents for our soldiers and sailors has convinced us that there is another type of society heiress besides the vapid "flapper" who makes dances and late suppers her whole world. Nora Shard, the heiress-heroine of "A Society Exile" is a distinguished novel writer as well as the daughter of a very rich father. She is not at all socially ambitious, but is taken to England by an aspiring aunt, who intends to marry her to a title. The girl strikes up a close acquaintance with an intelligent young nobleman who desires to turn her novel into a play. Tragedy follows, due to the unfounded suspicions of his jealous wife, and Nora is practically exiled from England.

Later in Venice all turns out for the better.

Miss Ferguson is charming in the part of Nora Shard, the misunderstood woman, and has an admirable opportunity to show her talent as an emotional actress of the first rank. The story of the picture was adapted from the play, "We Can't be as Bad as All That," by Henry Arthur Jones. It was directed by George Fitzmaurice. In the supporting cast are such players as William P. Carlton, Warbuton Gamble, Julia Dean, Henry Stephenson, and Zeffie Tilbury. It will rank as one of Elsie Ferguson's greatest screen vehicles.

NEW ELSIE FERGUSON PICTURE DRAMA OF HIGH SOCIETY LIFE

Artcraft Star is a Talented American Heiress in Society Exile

ELSIE Ferguson, the distinguished stage and screen star, comes to the ——— theatre this week in a powerful Artcraft drama of high society life in England, "A Society Exile." Miss Ferguson takes the part of Nora Shard, an American girl, who, besides being the heiress to millions, is also the authoress of a great novel.

Nora is taken by an ambitious aunt to England. Here the aunt hopes to see her happily married, but the high-spirited girl refuses the worthless lord who aspires to her hand. She becomes closely acquainted with a Sir Howard Furnival, who wished to turn her novel into a play. The suitor she spurned suspicions of Furnival's jealous suspicions of Fnrnival's jealous wife against Nora.

After a tragedy has happened, Nora is forced to flee England. She takes up her residence in Venice, whence the brother of Lady Furnival followed her and fell in love with her. With him she returns to England, and after some trials finally finds happiness. Miss Ferguson's portrayal of the part of Nora Shard is one of the most notable of her distinguished career and brings her more laurels as an emotional actress of the first order.

The picture is from the play by Henry Arthur Jones, the noted British playwright, called "We Can't Be as Bad as All That." It was adapted for the screen by Ouida Bergere and was directed by George Fitzmaurice. William P. Carlton, Warburton Gamble, Julia Dean, Henry Stephenson, and Zeffie Tilbury are in the supporting cast.

"A Society Exile" is one of the most powerful screen dramas in which Miss Ferguson has yet appeared and contains many scenes of Italian and English life of unexampled beauty.

NEW FERGUSON FILM QUITE TRUE TO LIFE

Real England Pictured in "A Society Exile"

ONE of the most faithful portrayals of English society life either on the stage or screen is shown in Elsie Ferguson's newest Artcraft picture, "A Society Exile," which is coming to the —— theatre next week. This photoplay does not agree with the false theory held by some Americans that all British noblemen are idlers and fortune-seekers. Only one person in the picture is of this type, the penniless Lord Bissett, who sues desperately for the hand of Nora Shard, the charming young American heiress, which is played by Miss Ferguson. Foiled in his play to gain control of the girl's millions, he plots to disgrace her, and succeeds so well that she is hooted throughout England as the mistress of another man and is finally practically banished from the island. Heartbroken she takes up residence in Venice under another name, and in the beautiful Italian city finally finds happiness and her vindication. "A Society Exile," which was adapted from the play, "We Can't Be as Bad as All That," by Henry Arthur Jones, is considered Miss Ferguson's most powerful starring vehicle to date. It was directed by George Fitzmaurice, and and the cast supporting Miss Ferguson is an exceptionally strong one.

Elsie Ferguson Likes Soldiers

ELSIE Ferguson seems to fall for soldier leading men. In "Eyes of the Soul" it was the blinded American doughboy who won her heart. In "A Society Exile," her newest Artcraft picture, which is crowding the ——— theatre this week, a British officer, wounded at the Battle of the Marne and recuperating at Venice, finally brings happiness into her life of tangled adventure.

"A SOCIETY EXILE" FROM BRITISH PLAY

New Elsie Ferguson Photoplay a Powerful Drama

THE policy of taking the best plays of the most distinguished American and foreign authors and converting them into motion picture dramas, inaugurated by Famous Players - Lasky Corporation has been followed in "A Society Exile," the powerful new photoplay featuring Elsie Ferguson, which will be the attraction at the ——— theatre on ———. This picture was adapted by Ouida Bergere from the well known stage play "We Can't Be as Bad as All That," by Henry Arthur Jones, the British playwright.

It tells the intensely dramatic story of the adventures of Nora Shard, an American heiress, who is also a novelist of note, among the titled men and women of British high society. Nora goes to England accompanied by her aunt. She spurns a worthless lord who seeks her hand. He, enraged, spreads lies about the relationship between Nora and Lord Furnival, a talented English nobleman who wishes to convert Nora's book into a play. A double tragedy results, and Nora is forced to flee from England.

After many adventures, she finds happiness most unexpectedly and returns to the land that banished her. This is considered one of the most powerful starring vehicles Miss Ferguson has yet had. It was directed by George Fitzmaurice.

Beautiful Scenery

A NOTEWORTHY feature of "A Society Exile," the new Artcraft picture in which Elsie Ferguson is appearing at the ——— theatre this week is the beautiful scenery. English country life and the streets of Venice, the Canal City, are faithfully portrayed in some of the most beautiful scenes ever shown on the screen. They are fitting background for Miss Ferguson's remarkable beauty.

"A SOCIETY EXILE" RAISES QUESTION

Did You Ever Hear of an Heiress Who Wrote a Novel?

"WHO EVER heard of an heiress writing a popular novel?" inquired an incredulous male person during the filming of Elsie Ferguson's new Artcraft photoplay, "A Society Exile," which is coming to the ——— theatre next week.

"Lots of them have," a woman came right back. "There's Mrs. Leonard Thomas, who writes poetry under the name of 'Michael Strange'; and Carmen Sylva, the well known poetess and novelist, was not only heiress to millions, but the Queen of Roumania besides."

The question was occasioned by the fact that in "A Society Exile" Miss Ferguson plays the part of Nora Shard, the daughter of a millionaire and the author of a "best seller." She is taken to England by an aunt, where she is courted by a dissolute lord. Nora refuses him, and in revenge the thwarted Britisher has her hooted out of England on a trumped up charge. She flees to Italy and becomes a resident of Venice, where happiness finally comes to her. The picture is from the well known English play, "We Can't Be as Bad as All That," by Henry Arthur Jones, and was directed by George Fitzmaurice. In the supporting cast are William P. Carlton, Warburton Gamble, Julia Dean, and Henry Stephenson.

Powerful Picture

ONE of the most intensely dramatic pictures in which the distinguished stage and screen star, Elsie Ferguson has yet appeared is on view at the ——— theatre this week. It is "A Society Exile," from the stage play by Henry Arthur Jones, "We Can't Be as Bad as All That." George Fitzmaurice was the director, and a competent cast supports Miss Ferguson.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

BUT WHY WORRY?

WE DON'T know what is worrying Elsie Ferguson, but we wonder whether the names of the films adapted from plays have anything to do with it. "The Lie" kept its title when it was screened with Miss Ferguson in the leading role. But her latest Artcraft vehicle is adapted from "We Can't Be as Bad as All That," by Henry Arthur Jones, and its new name is—you'd never guess—"A Society Exile."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "A SOCIETY EXILE"

An ARTCRAFT Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A SOCIETY EXILE"

.....1919

Dear Miss Meredith:

Elsie Ferguson's latest Artcraft vehicle, "A Society Exile," comes here.....for a run of.....

It was adapted for the screen by Ouida Bergere from Henry Arthur Jones' famous play, "We Can't Be as Bad as All That."

Miss Ferguson takes the role of Nora Shard, a charming young American heiress, who has written a successful novel.

Lord Bissett, an English nobleman, sues for her hand. Nora turns him down repeatedly, but he still has hopes until one day she overhears him plotting with his sister how to win Nora's millions.

That settles Lord Bissett. Angered, he promises himself revenge.

His revenge is what makes Nora "A Society Exile."

Miss Ferguson is given plenty of opportunity for her dramatic gifts in this picture, and we know you will be enthusiastic about it.

Yours very truly,

....., Manager.

POST CARDS ON "A SOCIETY EXILE"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Meredith:

"A Society Exile," the newest Elsie Ferguson picture, comes here ..... for a run of ..... days. This Artcraft production was adapted from Henry Arthur Jones' famous play, "We Can't Be as Bad as All That." You will thank us for calling it to your attention.

Yours very truly

....., Manager.

.....1919

Dear Miss Meredith:

Elsie Ferguson's latest Artcraft picture, "A Society Exile," is based on Henry Arthur Jones' famous play, "We Can't Be as Bad as All That." It comes here to-day for a run of.....

You cannot afford to miss this picture.

Yours very truly

....., Manager.

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.____ Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books

Music Cues

(Publicity mat Picture & Type)

Mats. (Specify Adv—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

Lithographs on

"A SOCIETY EXILE"

We supply

Two One Sheets

Two Three Sheets

One Six Sheet

One Twenty-four Sheet

on this production

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Centre
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne With Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Hero
The Rough House
His Wedding Night
Oh, Doctor!
Fatty in Coney Island
Out West
A County Hero
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 14

Love Insurance

Scheduled Release Date: **17 Aug 1919**

HELPS THAT REALLY HELP YOU TO PUT ACROSS

BRYANT WASHBURN

IN

"LOVE INSURANCE"

By Earl Derr Biggers. Scenario by Marion Fairfax. Directed by Donald Crisp.

A Paramount Picture

ADVERTISING LAYOUTS

BILLBOARDS AND POSTERS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY & "SHORTS"

SCENE CUTS FROM PRODUCTION

MATERIAL FOR YOUR PROGRAM

NEWSPAPER STORY MATS

STILLS, SLIDES, STAR CUTS

ETC.

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mats was handled, that was the matter— and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up", that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Data of Value to Exhibitors Regarding Bryant Washburn and his Latest Paramount Picture, "Love Insurance"

A FINE actor and hail fellow well met with screen audiences, Bryant Washburn is one of the most popular film stars in the country. He is a man of attractive personality, and his penchant for comedy roles which he portrays with a skill born only of genius, serves to make all of his starring vehicles attractive not only to the motion picture public, but financially profitable to exhibitors who display them.

Bryant Washburn, Star

BRYANT WASHBURN, whose individual style of light comedy is placing him in a class by himself, is rapidly becoming one of the most popular of film stars. Mr. Washburn has thoroughly established the character of the young "boob" who sticks to the game with never a thought of giving up, and thus, always comes out on top at the finish. Into this style of characterization he always injects a pleasing note of comedy which invariably finds a responsive chord in the hearts of picture patrons. Mr. Washburn has starred in many successful Paramount pictures, but his latest production is said to be one of his best.

Earl Derr Biggers, Author

ALMOST every reader is acquainted with "Seven Keys to Baldpate." Earl Derr Biggers, the author of this popular story, is also responsible for "Love Insurance," the book on which Mr. Washburn's picture is based. Although Mr. Biggers has written many other stories these two are regarded as his best.

Marion Fairfax, Scenarist

MARION FAIRFAX, one of the most talented scenarists and screen technicians, wrote the continuity for this production. Miss Fairfax has written and adapted many stories for Paramount and Artcraft pictures. Her adaptation of "Love Insurance" is said to have been of exceptional merit and the production bears the ineradicable stamp of her genius.

TABLE OF CONTENTS

Donald Crisp, Director

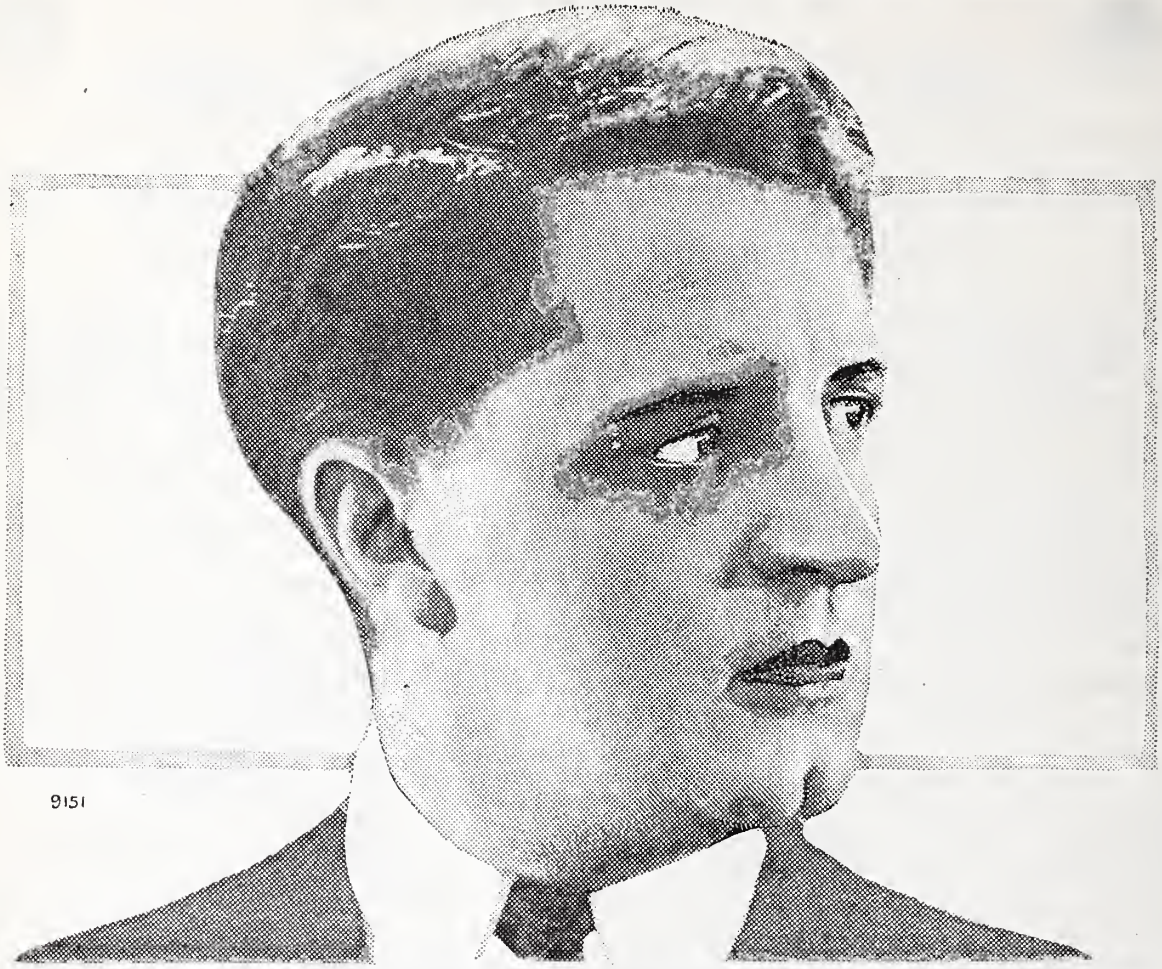
DONALD CRISP directed Mr. Washburn in this production. Mr. Crisp has directed many of the star's recent picture successes. His long experience as one of the leading stage and screen character men before taking up his work with the megaphone, has been of signal advantage and he invariably gets the best of results, as is proved by "Love Insurance."

A Charming Story

DICK MINOT, an agent employed by Lloyd's Insurance Company, is sent to watch and promote an affair between the supposed Lord Harrowby, who has insured his marriage for a large sum with Lloyds to Cynthia Meyrick, an American heiress. On his way to Florida, the scene of the romance, Dick meets and falls in love with Cynthia himself, not learning until later that she is the girl whose wedding he is to promote. Unable to get a release from the company from this duty, he determines to sacrifice his own feelings and work in the interests of the company. Everything is going on lovely when Jenkins, old time valet of the real Lord Harrowby, and elder brother of the one who is to marry the girl, appears on the scene with the idea of blackmail in his mind. He is disposed of all right, but then the elder brother and real heir to the title drops in. Cynthia's father now changes his mind regarding the marriage, but George, the older brother, tells them that his brother may have the title, as it is useless to him. Everything is about to proceed in an orderly manner again, when another member of the blackmail gang produces a copy of Harrowby's insurance policy insuring his marriage to Cynthia. The girl now turns cold to the whole affair and refuses to marry a man who will bet on their wedding. Dick is also snubbed by Cynthia for his part in the scheme, and disconsolately starts north. It happens, however, that Cynthia and her father take the same train and Dick again sees Cynthia. When they pull into the town where Dick had first met her the old scenes recall romantic memories and Dick and the girl get off the train and take another ride in the native's car, where their romance had begun.

Capable Support

ONE of the largest and best casts ever assembled appear in this picture. Lois Wilson is leading woman. Several noted character men, including Theodore Roberts, Edwin Stevens, Clarence Geldart, Wilton Taylor and Willard Louis are in the list. Others of note are Frances Raymond, Frank Elliott, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Fred Huntley, Ethel Flemming, John Cossar and Ernest Pasque.



BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9151, illustrated on page 2 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn, in electro or mat form, suitable for use with any of his pictures.

BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9153, illustrated on page 2 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

BRYANT WASHBURN

Popular Star in the Paramount Picture

"Love Insurance"

Widely Known as the

BEST DRESSED MAN

In Motion Pictures

He Is a Man's Man, a Good Mixer and Devoted to His Family * * * Fond of Practical Jokes . . . How Director Crisp Turned the Tables on Him.

YOUNG men desirous of keeping pace with fashion need look no farther than Bryant Washburn's Paramount pictures for authentic hints on what is correct and up-to-date. For Bryant Washburn, star in the Paramount picture, "Love Insurance," which comes to the ——— Theatre next ——— is conceded to be the best dressed man in motion pictures. In every detail his clothes are in faultless taste, well made from the best materials in the latest mode. His costume always fits the occasion. Any one who follows his example cannot fail to be correctly dressed. Leaving dramatic merit out of consideration, any one of his pictures might well be called an illustrated lecture on dress and deportment.

For one thing Mr. Washburn is frankly fond of good clothes; for another, he recognizes the educational effect of suggestion in motion pictures and the duty this effect imposes upon him to lead aright the millions of young men who are influenced by what they see upon the screen. Do not misconstrue the foregoing; Mr. Washburn is not in the least foppish. On the contrary, he is a man's man, a good mixer, always companionable and good natured. His leisure is devoted to his wife and child. In fact, the family life of the Washburns is idyllic.

But nothing in this weak and sinful world is perfect. Like others Washburn has his fault; he is addicted to practical jokes—indeed, this very trait in his make-up suggested the theme of "Putting It Over," his recent Paramount picture in which Bryant appears as the village cut-up. Washburn and his director, Donald Crisp, are great chums, in spite of the fact that they are always playing pranks on each other. The score ran about horse and horse until one night recently Washburn chanced to be kept up late. This made him drowsy next day. While waiting at the studio to be called for a scene he sat down in an easy chair in an unused set and fell asleep.

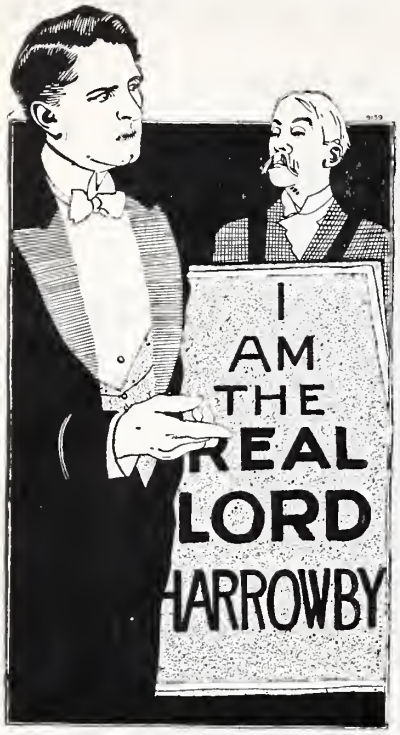
Finding him so Crisp called a still photographer, had a photograph of the sleeping star made and a print therefrom rushed through in record time. This print was propped up in front of Washburn as circumstantial evidence of his dereliction. Then Crisp had all the clocks in sight turned ahead four hours, and then Washburn was awakened.

Crisp was ostentatiously reserved and austere. Such unusual demeanor in connection with the evidence of the photograph alarmed Washburn. He was penitent and apologetic; but Crisp was so coldly repellent that Washburn, noting that according to the clocks it was long past lunch time, did not venture to go for his noonday repast, although he nearly perished from hunger. It certainly did seem like a long time between meals to him.

But this was not all. Crisp announced that his plain duty would compel him to report to the Director General the reason for the loss of a day, during which a lot of high priced people drew pay for doing nothing. Apparently he did not flinch from this painful duty, for next morning he showed Washburn, without comment, a long note from Director General de Mille expressing profound displeasure over the star's reprehensible conduct in sleeping a whole day, and saying that so profound a breach of discipline would have to be reported to the home office in New York. Sure enough the next day Crisp exhibited a long night letter from President Zukor reprimanding him for failing to enforce discipline and ordering him to post notices in the studio forbidding stars to sleep during business hours, and to hire a nifty pugilist to enforce the ordinance.

This convinced Washburn that the only way for him to expiate so heinous an offense was to efface himself altogether. Before deciding between corrosive sublimate and shooting he took one last look at the formidable dossier on the Washburn case. The remarkable similarity in literary style of documents signed with so many different names led him to bribe the janitor to analyze the contents of Crisp's waste basket. This established the fact that all the pretended official communications were written by one hand; and that hand was the director's.

Then by buying a glass of something which presumably is not procurable in this dry season for the photographer, Washburn obtained a confession that in spite of the testimony of the photograph and the clocks he had actually slept less than forty-five minutes, and that he had not been needed in that time because the set for the next scene had not been completed. If Donald Crisp thinks the affair is ended he is mightily mistaken, that's all.

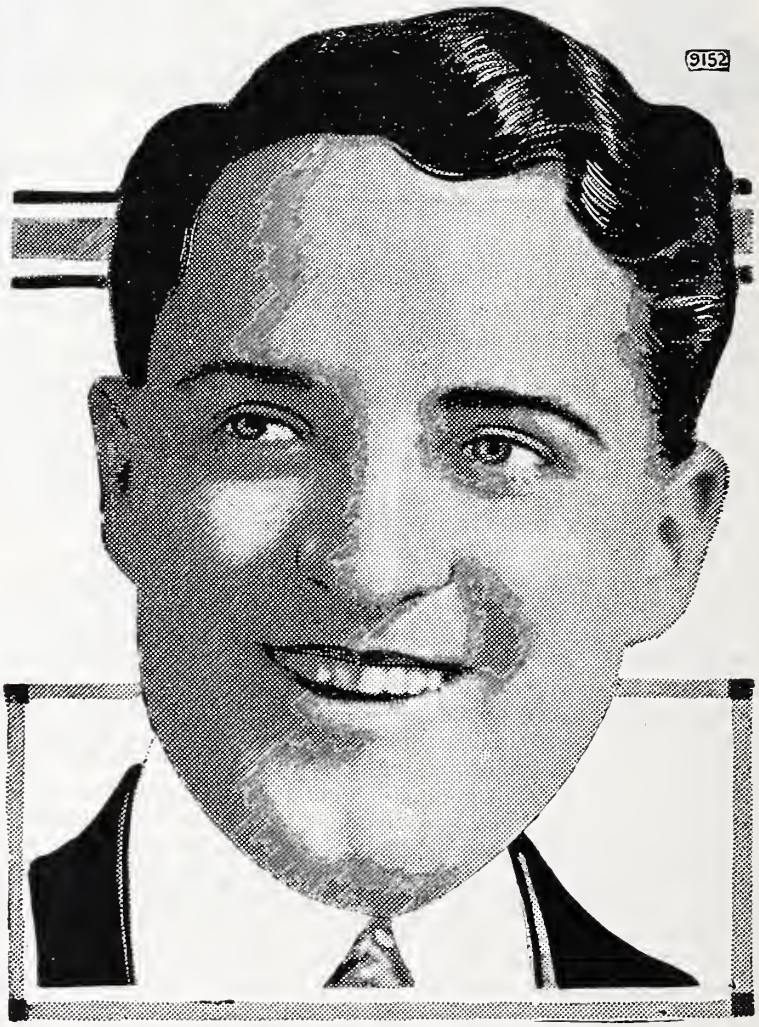


BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9159, illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9152, illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN in "Love Insurance"
A Paramount Picture

BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9157 illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "LOVE INSURANCE"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Bryant Washburn's Latest Photoplay.

A Paramount Picture

Bryant Washburn an Insurance Agent in His New and Charming Paramount Picture, "Love Insurance"

As Dick Minot, Star is Obliged to Hasten the Wedding of the Girl He Loves to Another, but Cupid Intervenes in a Mysterious Way

DICK MINOT is a young insurance agent in the employ of the famous Lloyds company. He is commissioned by his employer, John Thacker, to go to San Marco, Florida, and watch over an affair between Lord Harrowby, a supposed nobleman, and Cynthia Meyrick, an American heiress. Harrowby has taken out a heavy policy with Lloyds, insuring his marriage to the girl, and it is the work of Dick to promote this wedding and thus save for his company the amount of the policy.

On the trip to San Marco, Dick stops over at a little town and meets a beautiful girl with whom he becomes very much enamoured. They take a ride in a flivver driven by a typical native and have a little romantic adventure all their own. Then they part and Dick journeys on to the scene of his duty.

In San Marco, Dick gets busy, and is astounded to find that the girl whose wedding to Lord Harrowby he must promote, is the very girl with whom he had fallen in love at the little town on the way. He falters between love and duty, and even asks the company to put someone else in his place, but no one is available and he is forced to keep on the job and go through with it.

Meantime, "Lord" Harrowby is having his troubles. He has smuggled in a diamond necklace for Cynthia through an unknown jewel thief. The complications arising from this and his bet with Lloyds concerning his marriage are causing him much anxiety and worry. But this isn't enough. Jenkins, former valet to Harrowby's elder brother, appears on the scene with blackmail as his motive, and impersonating his erstwhile master, causes all kinds of trouble for Lord Harrowby.

Dick gets to work on the case and arranges everything for the wedding. Jenkins again puts in an appearance and makes things unpleasant for a little while. He is soon disposed of, however, and things start to move forward again, when George, the older brother and the real heir to the Harrowby title, appears on the scene. Upon learning that the man about to marry his daughter is not a nobleman, the father of the girl raises objections to the marriage and things are again held up. But George jokingly tells them that his brother is welcome to the title as his kids in Chicago would guy him to death were he to be known as Lord Harrowby.

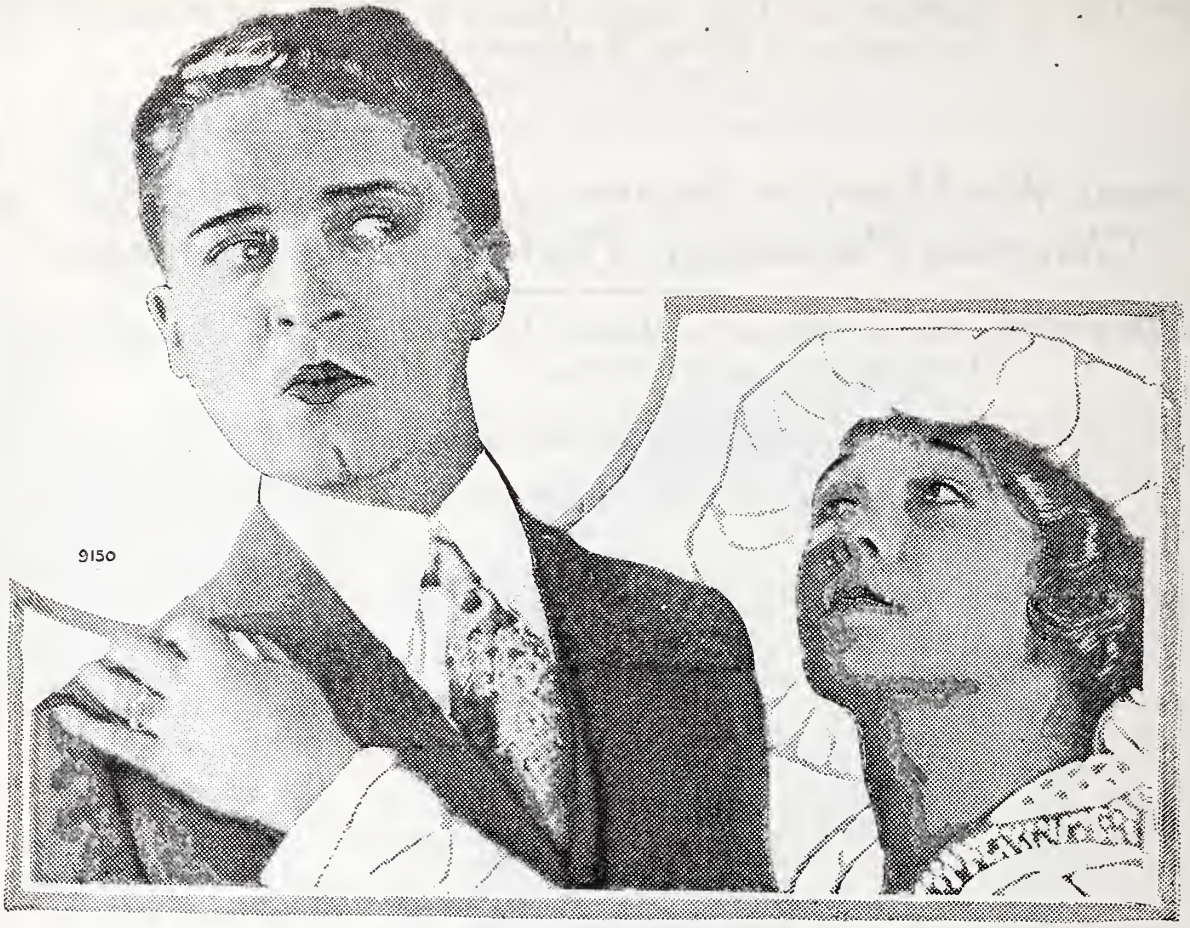
Thus the matrimonial ship again sails on a calm sea. But Fate does not intend that the heiress shall marry the young nobleman. Just as affairs are about to proceed again, Wall, a member of the blackmail crew, produces a copy of Harrowby's insurance policy with Lloyds. This totally disrupts all plans for the wedding, the heiress furiously denouncing Harrowby, telling him she will have nothing to do with a man who will bet on their wedding. Dick also comes in for a share of her wrath for his part in the affair. He starts disconsolately for the north.

The next morning Dick is surprised to find that the girl and her father are on the same train, and he doesn't hesitate to let them know of his presence. They soon come to the village where Dick and Cynthia had their little flirtation while on their way to Florida. The scenes bring back memories which they can't resist and the girl readily accedes to Dick's suggestion that they get off and take another ride in the native's car. You can guess the rest.

"LOVE INSURANCE"

THE CAST

Dick Minot, an Insurance Agent ..... **Bryant Washburn**
Cynthia Meyrick, an Heiress ..... **Lois Wilson**
Spencer Meyrick, her father ..... **Theodore Roberts**
Mary Meyrick ..... **Frances Raymond**
Allan "Lord" Harrowby ... **Frank Elliott**
Martin Wall, a Blackmailer ..... **Edwin Stevens**
George Harrowby .... **Clarence Geldart**
Jack Paddock ..... **Eddie Sutherland**
Hunt ..... **P. Dempsey Tabler**
O'Malley ..... **Fred Wright**
Jarvis ..... **Edward Alexander**
Stacy ..... **Wilton Taylor**
Jenkins, a Valet ..... **Fred Huntley**
Trimmer ..... **Willard Louis**
Gabriella ..... **Ethel Flemming**
Thacker ..... **John Cossar**
Gonzales ..... **Ernest Pasque**



BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9150, illustrated on page 6 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.

BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9154, illustrated on page 6 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

GWEN SEARS, former newspaper writer in Boston, is Elsie Ferguson's personal press representative. Miss Sears has landed much important magazine publicity since devoting her interests exclusively to the beautiful Artcraft star. In a recent issue of Theatre Magazine, a cover and interview by Miss Sears were featured, and in the same magazine appeared a story written by Miss Ferguson. Miss Ferguson is delighted with her assistant's success, and daily over the luncheon table in the star's dressing room, stories for future publicity and confidences are exchanged between star and press agent.

* * *

Walter Castle of Los Angeles is the most thrilled boy in that city for he had the unique experience of flying over the city as a guest of Cecil B. DeMille. Young Castle won the contest staged by Mr. De Mille in connection with the recent municipal primary election. The director-general of the Famous Players-Lasky Corporation distributed handbills for Meredith P. Snyder, as candidate for mayor of Los Angeles, and announced at that time that the person returning the greatest number of them would receive a free aeroplane ride. Castle won.

* * *

Reports received from exhibitors in all parts of the country indicate, according to the Famous Players-Lasky Corporation, that "The Woman Thou Gavest Me," the Paramount-Artcraft Special production of Hall Caine's famous story, which Hugh Ford directed, is scoring as big a success as it did in New York when it was presented at the Rivoli theatre.

Harold Franklin, managing director of Shea's Hippodrome, Buffalo, writes: "The business we did with 'The Woman Thou Gavest Me,' is, in the mind of the writer, the greatest tribute that has been recorded in production at Shea's Hippodrome in a long time. Notwithstanding the extremely hot weather we 'stood them up' throughout the entire engagement. I think the results are eloquent indeed."

Exclusive Stories
For Photoplay Editor
From.....Theatre

ELSIE FERGUSON, one of the leading luminaries of the screen, long has been popular with the film public. Scarcely without exception, her pictures have been unsurpassed in point of production, photography and artistry, so that their presentation were found to be successful. From Miss Ferguson's screen debut in "Barbary Sheep," a superb Artcraft picture, in 1917, to the present day, her film appearances have constituted an unbroken line of successes. In her new vehicle, "The Witness for the Defense" a Paramount-Artcraft picture of exceptional merit, she has one of the most splendid vehicles of her screen career, and in this broad statement the press, exhibitors and public will heartily coincide.

* * *

A STUDENT riot at Dartmouth was inspired by Cecil B. De Mille's Artcraft picture, "For Better, For Worse," according to reports just received at the Famous Players-Lasky offices. The University men, declaring Gloria Swanson their favorite star, attended the theatre in a body and became so excited that seats and decorations were smashed. The sound of the cheering brought police on the run from blocks away.

* * *

"April Folly," the five-part feature production starring Marion Davies, released by the Famous Players-Lasky Corporation as a Cosmopolitan production, required five weeks of arduous work on the part of Director Robert Z. Leonard, Miss Davies and a large cast to finish. "April Folly" gets the title from Cynthia Stockley's novelette of the same name, which ran serially several months ago in the Cosmopolitan magazine, and attracted wide attention.

* * *

Famous Players-Lasky Corporation has made arrangements with McCarthy and Fisher, Inc., music publishers, for the publication of a song entitled "Eyes of the Soul." Thus the Artcraft picture of that name in which Elsie Ferguson is starred will receive the benefit of all publicity accruing to this song.

Exclusive Stories
For Photoplay Editor
From.....Theatre

CAPTAIN JOSEPH T. SWANSON of Los Angeles, probably enjoyed one of the pleasantest experiences of his lifetime, while enroute home on the Sierra, when the smiling countenance of his daughter, Gloria Swanson, Famous Players-Lasky star, smiled to him from the screen which is on the Sierra. Captain Swanson has not seen his daughter for nearly two years, the time that he was in France.

One evening while in midocean, Captain Swanson was recounting to his friends the charms and accomplishments of his daughter on the "silver-sheet." The lights went out for the evening's motion picture entertainment. Then came the big and happy surprise for Captain Swanson. His daughter, bowed and smiled to him from the screen.

Captain Swanson gave one whoop of joy and jumping to his feet announced that the comely young women entertaining them on the screen was his daughter and only nearest relative. The operator responded to a general demand to show the picture again.

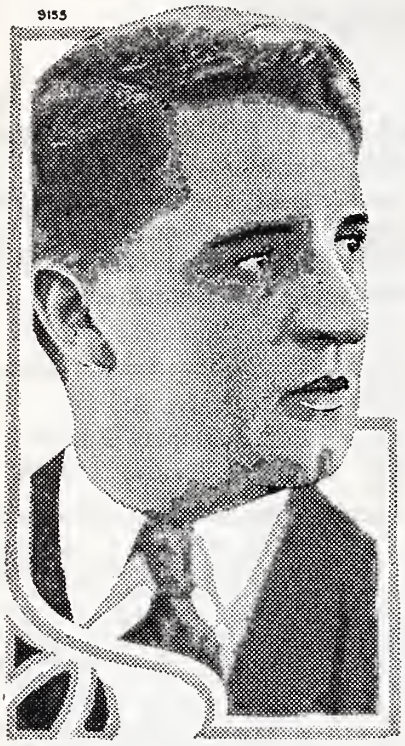
* *

While supervising the production of one of the Paramount-Briggs Comedies, Clare Briggs, the cartoonist, upon whose drawing of boy life the comedies are based, discovered that there was something wrong in the make-up of Johnny Carr, who plays Skinny. Skinny had his boyhood in the late '80s and early '90s, and accordingly Johnny was dressed in the clothes boys wore in those days. For a long time, Briggs, although he knew something was wrong in Skinny's make-up, couldn't figure out just what it was. In the middle of the scene it came to him. Skinny was not wearing the right kind of shoes. He wore the neat, easy-leather shoes worn by boys today, and not the tough, heavy, never-wear-out shoes of the youngsters of Brigg's day affected.

Accordingly young Carr was told to buy a pair of the old-fashioned kind. However, as he could not find a shoe store in all New York that carried the shoes of other days, he had to have a special style of shoe made, along lines suggested by Briggs. And the only time he wears them is in the studio.

Production Cuts, Actual Size and Screen, Just as They Will Appear in Your Newspapers

9155



BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9155, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9156, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

9156

BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

9153

BRYANT WASHBURN in "Love Insurance"
A Paramount Picture

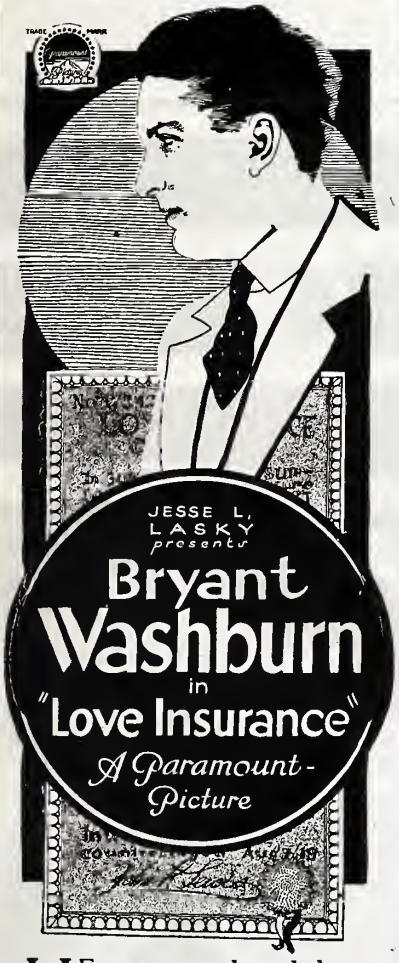
Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9153, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Theatre

If his love insurance fails he---



HE was employed by a company that had bet that the girl would marry a certain man. He was to see that the company won its bet.

But he fell in love with the girl himself! Then the fun started. To loose his job, or to loose the girl? Which would it be? It's great!

Jesse L. Lasky
Presents

Bryant WASHBURN

in

"Love Insurance"

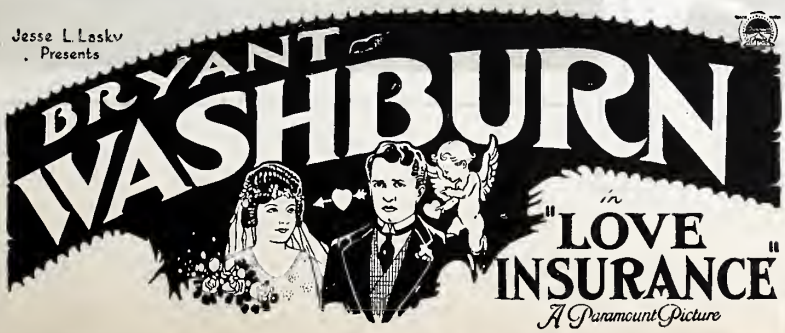
A Paramount Picture

By Earl Derr Biggers. Scenario by Marion Fairfax. Directed by Donald Crisp.

HE had a strangle hold on Cupid and a half-nelson on a roll that would choke a cow, but when he tried to use his power he found that he was helpless under the eye of a girl. Bryant Washburn never made a better picture. It's new! It's great! It can't be beat!

Name of Your Theatre

Name of Your Theatre



Bryant Washburn

In

"Love Insurance"

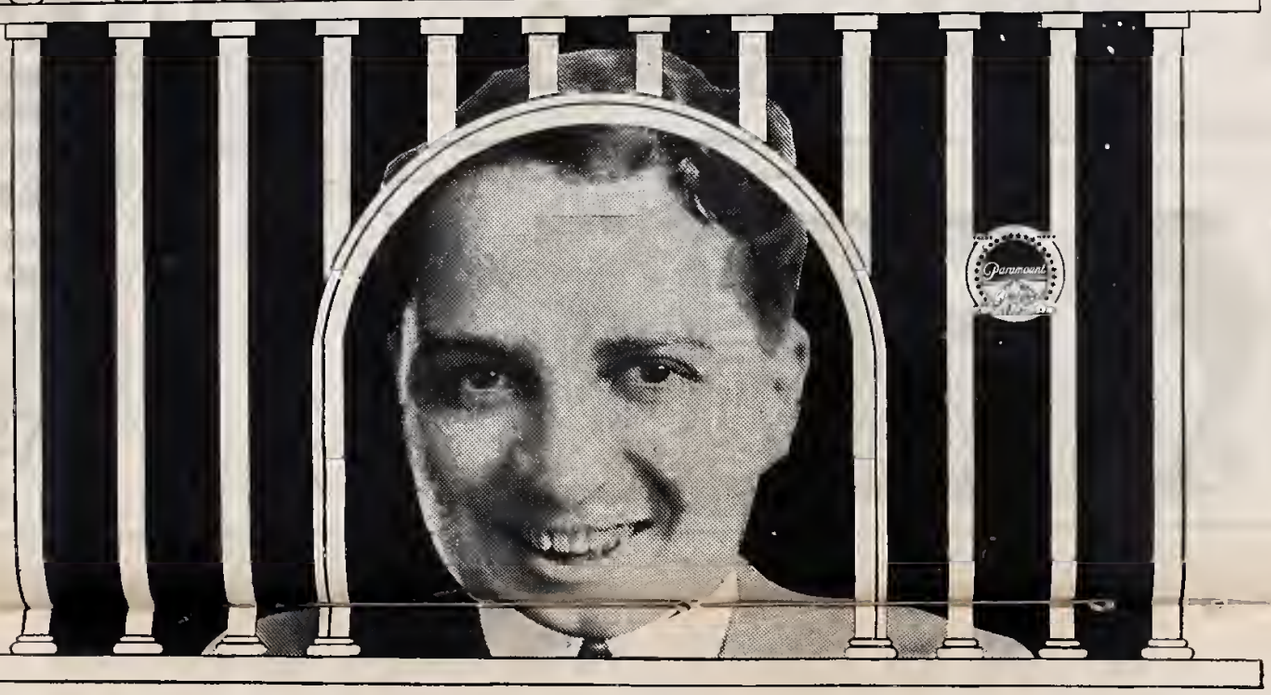
A Paramount Picture

Theatre

Jesse L. Lasky presents

Bryant WASHBURN

in



"Love Insurance"

A Paramount Picture

Let us mend your broken hearts!

By Earl Derr Biggers. Scenario by Marion Fairfax.
Directed by Donald Crisp.

Balance of Program

HE was always a great believer in love insurance. In fact, he staked his "three square a day" on it by working for a love insurance company. Every young, love-stricken couple should have a love insurance policy was the line of "dope" that he preached.

But! Ah, BUT! When he fell in love with a girl whose affair of the heart was already covered by one of his own policies—then his preachments changed—and his tactics likewise!

Sounds good, doesn't it? It IS good. Too good to miss!

Name of Your Theatre

Jesse L. Lasky *presents*

BRYANT WASHBURN

in "Love Insurance"

By..... Earl Derr Biggers
Scenario by Marion Fairfax
Directed by Donald Crisp

A Paramount Picture

By Earl Derr Biggers.
Scenario by Marion Fairfax.
Directed by Donald Crisp.

Other Attractions

Name of Theatre

HE GUARENTEES YOUR COURTSHIP TO "TAKE!"

WE'LL tell the world that this picture is GOOD! The idea back of it is NEW!

He's an agent for a company that insures love matches. He is sent to see that they do not fail.

On one of his "jobs" he falls in love with the girl himself and and then—

Well, use your own judgment about the feelings of this company!

Advance Press Stories on "LOVE INSURANCE"

To Be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's Latest Photoplay.

A Paramount Picture.

YOU CANNOT INSURE LOVE AS IS PROVED BY "LOVE INSURANCE"

Bryant Washburn in Excellent Photoplay Expounds Novel Theory

BRYANT WASHBURN, commenting on the story of his new Paramount picture, "Love Insurance," which comes to the ——— theatre next ———, says that there never will be any insurance against the familiar malady prevalent in at some period in everyone's life, commonly called love.

"Do not believe when you see the title of this picture," says Mr. Washburn, "that it concerns an insurance policy which protects a man from succumbing to the sting of the love bug. It isn't that. But it is something about as curious. It deals with the proposition of a young man about to marry an heiress, and who, fearing that before he can get the knot safely tied, his beloved (?) will change her mind regarding her choice for a future husband, insures his marrage prospects with the famous Lloyd's company. He to collect in case the marriage does not take place."

This is said to be one of the most unique situations ever penned and was written by Earl Derr Biggers, the famous author who is well known by his many short stories and plays. Most famous among his works, perhaps, is "Seven Keys to Baldpate," which was first published as a novel, then dramatized, and later picturized by Artcraft. Marion Fairfax adapted the story to the screen and Donald Crisp directed.

One of the biggest and most elaborate casts ever assembled play supporting roles. Lois Wilson, Theodore Roberts, Frances Raymond, Frank Elliott, Edwin Stevens, Clarence Geldart, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Wilton Taylor, Fred Huntley, Willard Louis, Ethel Flemming, John Cossar and Ernest Pasque are named therein. The photography was by C. Edgar Schoenbaum.

"LOVE INSURANCE" IS BASED ON NOVEL BY EARL DERR BIGGERS

Author of "7 Keys to Baldpate" Wrote New Vehicle for Bryant Washburn

AN announcement of considerable importance within itself is that the novel on which Bryant Washburn's next Paramount picture, "Love Insurance," is based, is from the pen of Earl Derr Biggers, one of the most celebrated of fiction and short story writers. This picture will be shown at the ——— theatre next ———.

This is the second story of Mr. Biggers' which has been picturized by the Famous Players-Lasky Corporation, the first being the famous novel and play, "Seven Keys to Baldpate," in which George M. Cohan played the starring role.

This story, "Love Insurance," concerns a young insurance agent in the employ of Lloyds who is sent out by that firm to promote and encourage the wedding of an English nobleman to an American heiress, his employers having issued a policy to the nobleman insuring him in a large sum in case the girl refused to marry him. When the young agent himself falls in love with the heiress, things begin to happen fast.

Donald Crisp directed the picture and C. Edgar Schoenbaum was photographer. An exceptionally large and talented cast of players support the star. Among these are Lois Wilson, leading woman; Theodore Roberts, Frances Raymond, Frank Elliott, Edwin Stevens, Clarence Geldart, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Wilton Taylor, Fred Huntley, Willard Louis, Ethel Flemming, John Cossar and Ernest Pasque.

EDWIN STEVENS, WELL KNOWN OPERA STAR, IN "LOVE INSURANCE"

Famous Light Opera Comedian Seen In New Bryant Washburn Picture

EDWIN STEVENS, one of the famous figures on the old comic opera stage and an actor of the first magnitude, plays an important and highly entertaining role in Bryant Washburn's new Paramount picture, "Love Insurance," which will be presented at the ——— theatre next ———.

He will be recalled by many for his work in the Gilbert and Sullivan operas. Later he was also starred in the stage production of "The Devil," which scored a sensational success at the time of its presentation. He is said to have done remarkable work in the title role of that production.

He also appeared in vaudeville, playing Dickens' characters and others of a similar nature. He has appeared in many notable screen productions and is well known to the film public generally.

This picture concerns the adventures of a young insurance agent who was sent out by his company to promote a wedding between an English nobleman and an American heiress, the company having insured the wedding for a large amount, for the nobleman. A highly interesting situation develops when the young agent himself falls in love with the girl, but on account of his business obligations to his company, is compelled to go ahead and promote her wedding to the other man, in spite of his love for her.

Donald Crisp directed, C. Edgar Schoenbaum was camera man, and an excellent supporting cast includes, besides Mr. Stevens, Lois Wilson, Theodore Roberts, Frances Raymond, Frank Elliott and others.

BRYANT WASHBURN IN NEW LIGHT ROMANCE

Star Has a Delightful Role in "Love Insurance"

IF one likes romance in the form of a motion picture film, it is certainly to be had at the ———— theatre next ————, when Bryant Washburn's new Paramount picture, "Love Insurance," is to be presented.

The romance starts when Dick Minot, the role played by the star, while on his way down to Florida to promote a wedding between an English nobleman and an American heiress, which his employers have insured, meets by chance a beautiful girl and has a flirtation with her. The plot thickens when Dick finds that the very girl with whom he has fallen in love is the heiress in question.

Between love and duty, he appeals to his employers, but he is forced to sacrifice love on the altar of duty. Just as the girl is about to be married to the nobleman, she hears of his bet with Lloyds on their marriage, which results in her denouncement of both the suitor and Dick besides. Dick leaves for home and discovers the girl also on the train. Passing through the town of their first acquaintance, fond memories again sow the seed of romance and they are reconciled.

Crisp Again Director

DONALD CRISP, who has guided the destinies of Bryant Washburn, Paramount star, through many delightful comedy-dramas, again handled the megaphone during the production of "Love Insurance," Mr. Washburn's latest starring vehicle, which is coming to the ———— theatre on ————. Mr. Crisp is a wizard in his particular branch of the profession, and his productions starring Bryant Washburn are in a class by themselves. C. Edgar Schoenbaum, a past master in the art of beautiful and colorful reproductions, did the photography.

LLOYDS TRY VAINLY TO OUTWIT CUPID

Tread on Thin Ice in Picture "Love Insurance"

THE famous insurance firm of Lloyds has the reputation of taking some great betting risks, but in "Love Insurance," the latest Paramount picture starring Bryant Washburn, which is to be the attraction at the ———— theatre next ————, they are represented as treading on mighty thin ice when they insure the wedding of an American heiress to an English nobleman, even in these days of such close Anglo-American relations.

Of all the risks in the world, love is the most uncertain, which the theme of "Love Insurance" proves in a most delightful manner. The photoplay is from the famous novel of the same title by Earl Deer Biggers, who wrote "Seven Keys to Baldpate," which was also picturized with striking success by Famous Players-Lasky Corporation.

"Love Insurance" provides an admirable vehicle for Bryant Washburn, the popular star, who is achieving considerable reputation as a master in light comedy roles.

Charming Leading Woman

LOIS WILSON, the little Alabama beauty who has been seen as leading woman for many different screen stars, plays the leading feminine role for Bryant Washburn, star in the new Paramount picture, "Love Insurance," which is attracting large crowds to the ———— theatre this ————. As the daughter of an American millionaire pursued by both an English lord and a Yankee insurance agent, Miss Wilson has an excellent opportunity to show not only her striking beauty, but her extraordinary talent as a photoplay actress. The scenes are laid in a charming spot in beautiful Florida.

UNUSUAL CAST FOR WASHBURN PICTURE

Leading Actors Support Star in "Love Insurance"

THE cast supporting Bryant Washburn, the famous Paramount star, in his latest picture, "Love Insurance," which is the current attraction at the ———— theatre, is one of the most brilliant ever assembled. Among the character men are Theodore Roberts, who has had a notable career both on the stage and in pictures; Eddie Sutherland, who recently returned from service overseas with the Canadian forces; Edwin Stevens, famous for his roles in Gilbert and Sullivan comic operas and in the title part of "The Devil"; Frank Elliott, and others.

Lois Wilson, the charming Alabama beauty, is Bryant Washburn's leading woman, and Frances Raymond plays an important supporting role.

"Love Insurance" abounds in unique and important character parts, and the leading actors and actresses who play them have ample opportunity to do their best work. The scenes are laid in a beautiful spot in Florida, and the plot deals with the efforts of a conscientious insurance agent to subordinate duty to love and hasten the marriage of the girl he loves to a rival. However, Cupid will not be foiled, and it all turns out happily in the end. Bryant Washburn is the likable young insurance agent, while beautiful Lois Wilson is the woman in the case.

Roberts Has Part

THEODORE ROBERTS, one of the best known and most universally admired character men of the screen, appears in an important role in "Love Insurance," the new Paramount picture starring Bryant Washburn, which is on view at the ———— theatre this ————.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Good Morning! Have You Taken Out Love Insurance Yet?

LOOKS as though Bryant Washburn didn't care who didn't put her arms around him. Personally, we would not be as bigoted. However, it seems that Bryant is on a business mission and you know that business comes before pleasure. The title of his latest Paramount picture is "Love Insurance," and it seems to us that a lot of people would be willing to take out such a policy.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer

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FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticised—a plan absolutely proof against attack—fair to every individual concerned in its operation, from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and to make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "LOVE INSURANCE"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Love Insurance"

.....1919

Dear Miss Street:

Bryant Washburn comes here..... for a run of.... days in his latest Paramount picture, "Love Insurance," based on Earl Derr Biggers' famous story.

It's a great situation: a certain English Lord is engaged to marry a wealthy girl: in order to make sure of getting around financial difficulties he insures himself against the marriage being broken off.

And then Bryant Washburn is given the job--by the insurance company, for which he works--of seeing to it that the marriage does come off. That would have been a fairly interesting job, except that Bryant fell in love with the girl himself.

"Love Insurance" is good fun insurance.

Cordially yours,

....., Manager.

POST CARDS ON "LOVE INSURANCE"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Street:

Bryant Washburn's latest Paramount film, "Love Insurance," comes here ..... for a run of .....

"Love Insurance" is good fun insurance.

Cordially yours,

....., Manager

.....1919

Dear Miss Street:

"Love Insurance," Bryant Washburn's latest Paramount picture, begins a run of ..... today. "Love Insurance,' we assure you, is good fun insurance.

Cordially yours,

....., Manager

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Order No._____

Play Date	Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides: Each .12	Scene Cuts (Coarse Screen Only): 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen): 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumb-nail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books

Music Cues

(Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

Lithographs on

"LOVE INSURANCE"

We Supply

Two One Sheets

Two Three Sheets

One Six Sheet

on this Production

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne with Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 15

Nobody Home

Scheduled Release Date: **24 Aug 1919**

HELPS THAT REALLY HELP YOU TO PUT OVER

DOROTHY GISH

in

"NOBODY HOME"

Directed by Elmer Clifton | Scenario by Lois Zellner | Assistant Director, Leigh R. Smith

A Paramount Picture

Advertising Layouts

Advance Publicity Stories

Current Publicity Stories

Billboards And Posters

Scene Cuts On Production

Material For Your Program

Newspaper Story Mats

Slides, Stills, Star Cuts

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — AD CUTS and MATS

Pertinent Facts for Exhibitors Regarding Dorothy Gish and Her Latest Photoplay, "Nobody Home"

DOROTHY GISH as a vivacious comedienne ranks among the top-notchers in the film world. Her pictures are plainly labelled, "For Entertainment Purposes Only." First made famous by her role of "The Little Disturber," in D. W. Griffith's "Hearts of the World," Miss Gish has mounted steadily upward in popular esteem through such rollicking successes as "Battling Jane," "Boots," and "Peppy Polly." Her work has a universal appeal, and her name is a recognized drawing card of the first magnitude.

Dorothy Gish, Star

EXUBERANCE of spirits and a pretty face would never alone have carried Dorothy Gish to the high position she now holds. However merry and carefree she appears in her pictures, she is a painstaking young artiste, hardly out of her 'teens, who has won unusual success through natural gifts as a comedienne and a wealth of experience on the screen. She has a rare sense of dramatic values and never lets her comedy work descend into caricature. This gift is what enables her to turn a humorous situation quickly into one of deep emotion and carry an audience with her. In her serious moments she is just as appealing as she is when a fun-maker. She occupies a warm place in the public's heart as a versatile star who never fails to please. "Nobody Home" is up to her highest standards.

Lois Zellner, Author

LOIS ZELLNER has been connected with motion pictures for several years as a scenario writer. Her knowledge of screen technique, combined with considerable originality, has raised her to the front rank of writers of original screen comedies. "Nobody Home," with its lively, novel plot, stands out as one of her best efforts.

TABLE OF CONTENTS

An Unusual Story

FRANCES WADSWORTH, an extremely superstitious girl, is consulted by her friend, Florence Wellington, with regard to the latter's love affair. Referring to the almanac, Frances discovers that Venus is in the ascendant and suggests an elopment. Florence and her sweetheart agree, and during the wedding ceremony, Frances falls in love with Malcolm Dale, the best man. Her love is returned, and the courtship progresses swimmingly until Malcolm proposes on Friday, the 13th. Moreover, the cards tell her that a blonde woman is to enter Malcolm's life, while she is a brunette; they also say that a dark man is to loom up fatefully on her horizon, and Malcolm has light hair! A raven-locked fortune--hunter appears soon afterward and makes violent love to Frances.

His big opportunity comes when Malcolm is discovered at a cabaret with a light-haired woman, who is really the man-struck daughter of Rockaway Smith, an old friend. But Frances, very angry, agrees to marry the "dark man." A black cat on her wedding day leads her to postpone the ceremony, and she goes to the apartment of her newlywed friends, which has been deserted for the week-end. Malcolm accidently comes there too, as do also a pair of burglars. A scuffle follows, and Malcolm and Frances are captured as the thieves by Rockaway Smith. They then rediscover their love for each other, and all is serene.

Elmer Clifton, Director

A PLEASING feature of all the Dorothy Gish pictures is the flawless manner in which they are screened. Elmer Clifton has directed the little star's recent vehicles, acquiring an expert knowledge of her mannerisms and rapid-fire style of acting. In "Nobody Home" he has done excellent work.

Good Supporting Cast

THE support afforded Dorothy Gish in "Nobody Home" is of high order, including such well known players as George Fawcett, Ralph Graves, Raymond Cannon, Vivian Montrose, Rodolph Valentino, and Emily Chichester.

John Leezer, Cameraman

WIDELY known for the excellence of his motion picture photography, John Leezer, who photographed the scenes of "Nobody Home," is one of the best cameramen identified with the screen. Mr. Leezer has photographed numerous screen successes, such as "Peppy Polly" and "I'll Get Him Yet," but his latest achievement is not excelled in artistry and beauty, by any of his previous efforts.

DOROTHY GISH
in Nobody Home
A Paramount Picture

9279

9274

9277

DOROTHY GISH
in "Nobody Home"
A Paramount Picture

DOROTHY GISH in "Nobody Home"
A Paramount Picture

How To Order These Cuts

TELL your Famous Players-Lasky Exchange that you want production illustrations No. —— (indicating the numbers on this and the following three left-hand pages that you may desire) on pages —— of the "Nobody Home" Press Book. Be sure to say whether you wish mats or electros.

Your Exchange also has 10 stock cuts of Dorothy Gish, which are good for any Dorothy Gish production.

If you do not want the lettering under these cuts, your printer can easily substitute type.

Cast and Story of "Nobody Home"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Dorothy Gish's Latest Photoplay

A Paramount Picture

Dainty Dorothy Gish a Superstitious Heroine in Her Latest Paramount Picture, "Nobody Home"

Friday, the Thirteenth, Blondes, Brunettes, Dark Men, Light Men and Other Things Contribute to Make Her Love Story Highly Interesting.

A FIRM believer in signs and portents, Frances Wadsworth would no more think of walking under a ladder than of amputating two fingers of her dexterous right hand. Her friend, Florence Wellington, is desperately in love, but as the grandfather of her sweetheart was a brewer, the young man is objectionable to Florence's father, who one night kicks the boy out of his house when he is calling on Florence. The latter telephones the distressing news to Frances, who consults the secret book of fate to determine what shall be done in the premises.

Finding that the book declares Venus in the ascendant, Frances advises an elopement, with which Florence readily agrees. An elopement is arranged and at the ceremony, the prediction of the book of fate that a "blonde man will enter your life," is fulfilled greatly to the happiness of Frances. Malcolm Dale is the best man at the nuptials and Frances falls hopelessly in love with him, and he with her.

The courtship progresses satisfactorily, but horrors! Malcolm proposes marriage on Friday, the Thirteenth! Then, he tips over the salt, and, finally—worst of all to Frances—the cards insist that a blonde woman will enter Malcolm's life, while she herself is a decided brunette! Also, the cards reveal the intelligence that a dark man will enter her life, although Malcolm is himself a blonde.

The Newlyweds set up housekeeping in another city and Frances goes to visit the bride. Here she meets the dark man, a fortune hunter, who discovers that turtle doves are easy picking. He resolves to win Frances for himself and leaves no stone unturned to discredit Malcolm in her eyes.

"NOBODY HOME"

The Cast

Frances Wadsworth — **Dorothy Gish**
Malcolm Dale — **Ralph Graves**
Crandall Park — **Raymond Cannon**
Mollie Rourke — **Vera McGinnis**
Rockaway Smith — **George Fawcett**
Sally Smith — **Emily Chichester**
Maurice Rennard — **Rodolph Valentino**
Rosebud Miller — **Norman McNeil**
Eddie the Pup — **Porter Strong**
The Strong Minded Aunt — **Kate V. Toncray**
Florence Wellington — **Vivian Montrose**

His big opportunity comes when Malcolm meets a jovial westerner, Rockaway Smith, at a cabaret on business. Trouble follows from the fact that Rockaway has with him his daughter, who is manstruck in the extreme. She is the "Blonde Lady" of the cards.

"NOBODY HOME"

A Rhymed Review

By Russell Holman

Dorothy Gish in a picture
Sparkling and heavy as foam;
Love mixed with burglars and planets;
Aptly called "Nobody Home."

Hats off to you, chic Disturber;
(Business of baring the dome)
Roll-calls with you at the movies:
"All present — 'Nobody Home!'"

Aided by chance, the fortune-hunter shows Malcolm to Frances in what seems to be a compromising position, and an estrangement between the lovers follows.

An announcement of the engagement of Malcolm Dale to Rockaway's daughter is published, and before the mistake can be corrected, Frances, through pique, agrees to marry the fortune-hunter. But, on the day set for Frances' wedding, the Fates again intervene. A black cat spots the wedding-dress with ink, and Frances insists that the wedding must be postponed. She returns to the Newlyweds' deserted apartment, closed for the week end an hour before.

At the railroad station, Mr. Newlywed meets Malcolm and sends him, also, to the supposedly empty apartment, to get a good rest. In the apartment, Malcolm hears noises that convince him someone else is in the rooms. So does Frances. So, also, do two burglars, who have entered the supposedly deserted apartment, through the connivance of the maid, to lift the wedding silver.

In the mix-up that follows, the burglars sand-bag both Frances and Malcolm, and succeed in making their escape with the loot into the next apartment. There, however, they are apprehended by Rockaway Smith and marched back, to be turned over to the police.

Frances and Malcolm recover consciousness in time to hear furious knocking on the door, where Mrs. Newlywed, friend fortune-hunter, and others, have congregated to demand admittance. It is one o'clock in the morning. Malcolm tries to make a getaway via the fire-escape, only to be caught by the police and return—to Frances' arms.

DOROTHY GISH in "Nobody Home"
A Paramount Picture

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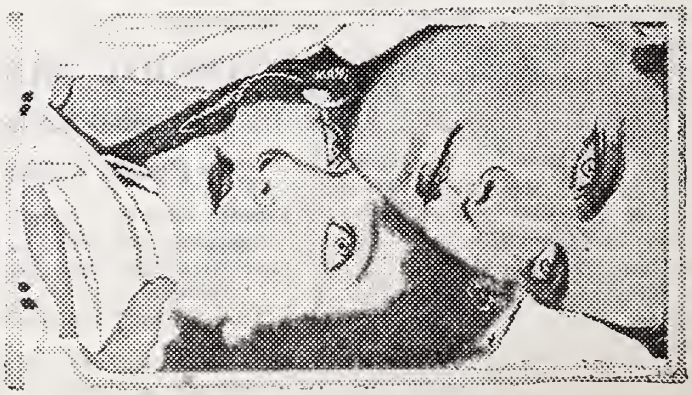
9271



DOROTHY GISH in "Nobody Home"
A Paramount Picture

Order these production cuts according to number from your Famous Players-Lasky Exchange, mentioning the "Nobody Home" Press Book. Be sure to say whether you want mats or electros.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer, it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

AN example of how newspapers are glad to co-operate with motion picture folk when the subject is one of great public interest was given recently by the New York Tribune, which published a page layout, in its rotogravure section, of pictures of players and scenes in the Paramount-Briggs Comedies. This, it is believed, is the first time that a metropolitan newspaper has ever given a whole page of pictures to a single motion picture subject.

Not only did this page appear in the Tribune, however, but it also was published by more than 100 newspapers all over the country, which subscribe to the Tribune's picture syndicate service. These newspapers cover practically every section of the United States, so that people everywhere who already have become ardent admirers of Briggs' work as a cartoonist were given an opportunity to see "Skinny" and his friends photographed in real life.

* * *

Bill Hart wears a wonderful buckskin suit in his new Artcraft photodrama, "Wagon Tracks." It is the real article, too, not a mere modern makeshift. He wears a fur cap, even in the desert scenes, but this is historically correct. Kit Carson always wore his fur cap no matter what the weather. It was a sort of badge of office as a great scout.

* * *

The Ladies' Home Journal, with a national circulation of over two million, has placed itself and its staff of exploitation experts scattered all over the country at the disposal of every exhibitor who has booked or will book to play "The Firing Line," the Paramount-Artcraft Special starring Irene Castle.

This is one of the greatest and most effective tie-ups that the Famous Players-Lasky Corporation has ever secured for the benefit of its exhibitors and it indicates, that corporation cites, to what extent it is prepared to co-operate with those who play its productions to make for success and big box-office returns. It would seem that it now remains only for the live-wire exhibitor to hold up his end for the tie-up to succeed.

Exclusive Stories For Photoplay Editor From ..... Theatre

THE costumes and civil war atmosphere of "Secret Service," the Paramount-Artcraft Special, are perfect according to a committee of G. A. R. officials who viewed the photoplay recently. Matthew B. Brennan, commander of the Dahlgren-Powell Post of New York; H. J. Keanrey, commander of the Veteran's Farragut Fleet; William F. Kirchner, chairman of the Memorial Committee of the G. A. R.; James R. Silliman, president of the State Home for Soldiers and Sailors, and Captain Fritsch, organizer of G. A. R. parades, voted the picture a triumph. Both Commander Brennan and Mr. Silliman have written Adolph Zukor, president of the Famous Players-Lasky Corporation to urge that all G. A. R. veterans be given an opportunity to see the picture.

* * *

The convention of the Central West exchanges of the Famous Players-Lasky Corporation recently held in Chicago under the supervision of Special Representatives John W. Allen and Myron H. Lewis, proved to be one of the biggest events of its kind ever held within the industry. Branch managers, booking managers, salesmen and advertising and service managers from the Chicago, Detroit, Minneapolis, Kansas City, St. Louis, Omaha and Des Moines offices were present to the number of more than two hundred.

* * *

Darrell Foss plays the leading male support of Lila Lee, star in a new Paramount picture entitled "Rose o' the River." Mr. Foss is recognized as a master of character interpretation and make-up effects. His work in this production as Steve Waterman, the stalwart lumberman, and country lover of the heroine, is said to be a feature of the picture.

* * *

The titles of "Wagon Tracks," the new Artcraft picture starring William S. Hart, are highly effective and were designed by Irving J. Martin. Thos. Brierley is the art director of the picture, which is a story of the old Santa Fe trail in early days.

Exclusive Stories For Photoplay Editor From ..... Theatre

WILLIAM KELLETTE, director of the Paramount-Briggs Comedies, has had a long and varied experience with motion picture stars, and has seen many productions held up for many reasons. He experienced a new one recently, however, when work on the tenth Paramount-Briggs Comedy, "Saturday Night," was held up to enable Johnny Carr, who plays the role of Skinny, to take the high school entrance examinations. Johnny, is fourteen years old, and hates school just as much as Skinny ever did.

* * *

Very appropriate for the time of the signing of the Peace Treaty is a recent Paramount-Bray Pictograph. "Flying Cannon" is the best description possible of the new war instrument invented by Uncle Sam, which the Hun escaped by a small margin of time. It is a shell so constructed that when fired at the enemy it fires off a shot on its own account just before arriving at its objective point. The projectile fired from the shell while in flight distributes shrapnel after the head has gone ahead and demolished the gun shields. The Bray animated drawing illustrates this terrible weapon with marked exactness and most entertainingly.

* * *

George Fischer plays an important role in "Rose o' the River," a Paramount starring Lila Lee. His part is that of a suave young Bostonian who comes to the small town and by a dramatic and affected play of affection tries to win the village belle away from her young country lover. His work is said to be excellent in this kind of role.

* * *

In "A Desert Hero," his new contribution to the series of Paramount-Arbuckle Comedies, "Fatty" Arbuckle is again seen as a sheriff. The Paramount-Arbuckle comedy is a travesty on Western pictures of the thriller type. The scene is laid in a Western town where sheriffs are killed every ten or fifteen minutes by the populace, whose favorite hang-out is a dance hall, of which a giant bully is the proprietor.

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

DOROTHY GISH in "Nobody Home"
A Paramount Picture

9276

9270

DOROTHY GISH
in "Nobody Home"
A Paramount Picture

Order these production cuts from your Exchange according to number, mentioning "Nobody Home" Press Book. Be sure to say whether you want mats or electros.

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer.

FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticized—a plan absolutely proof against attack—fair to every individual concerned in its operation from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism, and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

DOROTHY GISH in "Nobody Home"
A Paramount Picture

9272

DOROTHY GISH
in "Nobody Home"
A Paramount Picture

9278

Order these cuts from your Exchange according to number, mentioning "Nobody Home" Press Book.

DOROTHY GISH in "Nobody Home"
A Paramount Picture

Be sure to say whether you want mats or electros.

9273

Advertising Illustrations, Furnished as Electro or Mat

THEATRE NAME

THE NEW ART FILM COMPANY PRESENTS

DOROTHY GISH

Directed by ELMER CLIFTON

A PARAMOUNT PICTURE

in "NOBODY HOME"

Scenario by Lois Zellner — Photographed by John Leezer — Assistant Director, Leigh R. Smith

The Fates Said No!

MARRY on Friday the thirteenth, when a black cat walked on her wedding gown and her hero spilled the salt? Never!

Besides, a "dark man" had entered her life. The stars failed to tell her what he would do there, but goodness gracious! how he mixed her horoscope!

If you want to see the screen's greatest comedienne "eat up" the "soup" in superstition, see Dorothy Gish in "Nobody Home."

ADDED FEATURE

Mrs. Sydney Drew, with John Cumberland,

in "A SISTERLY SCHEME," A Paramount-Drew Comedy

THEATRE NAME HERE

THE NEW ART FILM COMPANY PRESENTS

DOROTHY GISH

in

"NOBODY HOME"

A PARAMOUNT PICTURE

Directed by Elmer Clifton
Photographed by John Leezer

Scenario by Lois Zellner
Assistant Director, Leigh R. Smith

"Wait for a Handsome Stranger"

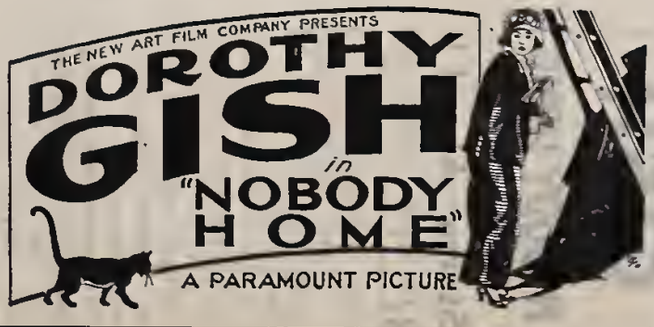
'TWAS the voice of the Prince of Darkness, but she thought it was Fate. So she read the stars, consulted her "Past, Present and Future," called off her wedding, hied herself to the big bad city, and fell under the spell of a bold "dark man."

Then all signs failed! A burglary! A blonde woman! A pair of newlyweds and a scandal! Enough laughs and thrills to stop any jinx that ever bedevilled a maiden in distress!

The screen's greatest comedienne, supported by George Fawcett, Ralph Graves, Raymond Cannon and other popular players, in a picture rocking with fun. Better be on hand!

SPECIAL ADDED ATTRACTION

"The Dentist"—A Paramount-Mack Sennett Comedy



EXHIBITORS!

THE advertising illustrations on this and on pages 9 and 12 of this Press Book will help you to put over "Nobody Home" in a way that will make you money. Use as many of them as possible, in mat or electro form.

The little cut on the left is fine for a running ad or for advance insertion in a larger advertisement of another production.

Advertising Illustrations, Furnished as Electro or Mat

THEATRE

THE NEW ART FILM COMPANY
presents

DOROTHY GISH
in
"NOBODY HOME"

A Paramount Picture

Storm Ahead!

READING the stars, she saw Venus in the ascendant. That meant love.

"Elope," said her Dream Book, "but beware of a blonde woman."

Then a wicked black cat ambled across her path, and a "dark man" brought more adventures into her life than her favorite fortune-teller ever concocted.

If you're the seventh daughter of a seventh son, cross your fingers and stay away. But everybody else is coming to see the screen's greatest comedienne in "Nobody Home."

Also

A BURTON HOLMES TRAVEL PICTURE

Directed by Elmer Clifton
Scenario by Lois Zellner
Photographed by John Leezer
Assistant Director, Leigh R. Smith

THEATRE

Name and Dates Here or at Top or Bottom. Other Copy Here if You Desire.

"A Dark Man Is Coming!"

THUS she read the stars. "Dark Man," echoed her Dream Book, her magic cards, her horoscope and her heart.

And while the Blonde Man gnashed his teeth, the Dark Man arrived! Oh, what a villain he was! Only her trusty rabbit's foot saved her!

A story of newlyweds, love, bad signs and burglars. With the screen's greatest comedienne in a role that will keep you laughing for days. Come!

EXTRA FEATURE

"The Dentist"

A Paramount-Mack Sennett Comedy

Advance Press Stories of "Nobody Home"

To Be Sent to the Newspapers Prior to and During the Display of Dainty Dorothy Gish's Latest Photoplay

A Paramount Picture

FRIDAY THE 13TH CAUSES TROUBLE FOR DOROTHY GISH

New Paramount Photoplay "Nobody Home" Is Full Of Fun

WOULD you accept a man who proposed to you on Friday, the 13th? Dorothy Gish does in "Nobody Home," her new Paramount picture, which is coming to the ——— theatre next week. The old jinx starts working immediately, but it is helped considerably by the fact that Frances Wadsworth, the character played by Miss Gish, is a superstitious person. When Malcolm, her fiance, dines out with a friend and his daughter, Frances jumps at the conclusion that the girl is the strange blond lady who the fortune-teller had warned her was to come into Malcolm's life. So there is trouble, and matters get into a jolly mess, until a Newlywed and two enterprising burglars straighten out the tangle and unite the two sweethearts.

"Nobody Home" is one of the funniest of all the Gish comedies, starring the vivacious little comedienne in a part that fits her like a glove. Supporting Miss Gish is an unusually strong cast, including George Fawcett, who has appeared in character parts in the past three Gish successes, Vivian Montrose, Ralph Graves, Rodolph Valentino, and Emily Chichester. The chief requisite of a player in a Gish film is that they either produce laughs or aid materially in their production, and the aggregation of fun-makers in "Nobody Home" is said to include only comedians of the first rank. Elmer Clifton supervised the screening.

DOROTHY GISH IS FUN STORM CENTER IN "NOBODY HOME"

Vivacious Star is Given Fine Comedy Role In New Screen Vehicle

SCREEN lovers who have come to expect riots of swift moving fun in pictures featuring Dorothy Gish will not be disappointed in seeing "Nobody Home," her latest Paramount starring vehicle, which is coming to the .... theatre on ..... Miss Gish has the role of an over-superstitious young lady who arranges the elopement and wedding of a girl friend, because the signs seemed to indicate its success.

She didn't foresee that she would herself fall in love with the best man. But he is a blond, and a black-haired fortune-teller had warned her that a "dark man will come into her life." So she is suspicious and all the more so when she sees her fiance with another woman. She is about to throw away her happiness on a dark fortune-hunter, when one of the newlyweds does some scheming on her own account. As a result, startling developments ensue, including a mad chase after a pair of enterprising burglars which finally leads to a reconciliation between Miss Superstitious and her sweetheart.

"Nobody Home" is for entertainment purposes only. Assisting Miss Gish in the fun-making are George Fawcett, Vivian Montrose, Ralph Graves, Rodolph Valentino, and Emily Chichester. Mr. Fawcett, a well known screen comedian, has appeared with much success in the last three Gish pictures. Elmer Clifton, who appeared originally as an actor in "The Birth of a Nation" with Miss Gish and later turned director, handled the megaphone for the vivacious star.

"NOBODY HOME," SAYS DOROTHY GISH TO A GREEN STAGE HAND

Popular Star Victim Of Queer Accident While Filming New Comedy

DOROTHY GISH, the vivacious little moving picture star, is nursing a large bump on the topmost portion of her cranium. She did not fall downstairs, nor has she been learning to roller skate. The cause lies in the over-enthusiasm of an actor in her latest Paramount picture, "Nobody Home," which is coming to the ..... theatre on ....., accompanied by a green property man's conception of a "movie" blackjack. To expose a secret of photoplay production, the bottles, crockery and blackjacks with which one actor strikes another are usually made of some substance less dangerous than it appears. Thus the burglar's "billy" in Miss Gish's picture was stuffed with cotton, and a lusty blow could be delivered with no serious results. ,

But when the new property man got slightly rattled and brought the wrong one on the "set" and the "heavy" hit Miss Gish on the head with it—it was found that something was wrong. Luckily the results were not fatal, but, after a rather heated interview with Miss Dorothy, the property man has decided to be more careful in the future.

The story of "Nobody Home" centers around a girl whose chief failing is superstition. Because Venus is in the ascendant, she advises a girl friend to elope with the man of her choice. Then the superstitious girl falls in love with the best man at the wedding and is separated from him by a villainous fortune-hunter who has designs on her. But they are reconciled in a most novel way. George Fawcett, Ralph Graves, and Vivian Montrose are included in the strong cast.

"NOBODY HOME" NEW DOROTHY GISH HIT

Peppy Little Star in Paramount Screen Comedy

A FORTUNE-TELLER and a fortune-hunter almost ruin Dorothy Gish's budding romance in her new Paramount picture, "Nobody Home," which will be on view at the ..... theatre next .....

Superstition, because she has been warned about a certain dark man—and her sweetheart is a blond—leads her to have doubts of him. To increase her troubles, she sees him out with a vampirish woman. It takes the combined ingenuity of two newlyweds, a pair of enterprising house-breakers, and one of the funniest climaxes in motion pictures to extricate Miss Gish from her difficulties.

Ralph Graves, George Fawcett, Vivian Montrose, and Raymond Cannon are the star's fellow fun-makers. It's a typical Gish farce hit, directed by Elmer Clifton.

Gish Farce Pleases

SINCE gaining the soubriquet of "The Little Disturber," Dorothy Gish has become a prime favorite with motion picture fans as a clever, pepful comedienne. Her latest Paramount picture, "Nobody Home," which was shown here for the first time at the ..... theatre last evening, will add to her growing popularity, as it is a jolly screen farce of the best type. The story centers around a girl who is superstitious to a fault. After starting a romance for another couple, she falls in love herself, but her belief in signs is almost her undoing. It requires some heroic and screamingly funny measures to straighten out the mess. A capable cast supports the star, and Elmer Clifton is the director.

BELIEVE IN SIGNS? SEE "NOBODY HOME"

Dorothy Gish Furnishes Fun In New Picture

IF you had just walked under a ladder, had seen the moon over the wrong shoulder and had your path crossed by a black cat ..... would it surprise you if things began to happen? Dorothy Gish in her new Paramount picture, "Nobody Home," which is on view at .....theatre this week, is a suspicious young lady, and, after all these portents, it seemed the most natural thing in the world to become mixed up in a funny tangle with a newly eloped couple and end up by falling in love with their best man. Ralph Graves, George Fawcett, and Rodolph Valentino are included in the strong cast supporting Miss Gish. "Nobody Home" is one of the liveliest little comedies in which this popular star has yet appeared.

"Nobody Home" Coming

WERE you born under the sign of the constellation Venus? Better look it up. Dorothy Gish was in her new Paramount picture, "Nobody Home," which comes to the ..... theatre next ....., and it led to some merry complications, including two love affairs, a mix-up with a fortune teller, and a mad scramble with two enterprising burglars. This is said to be one of the funniest farce comedies ever screened.

New Gish Comedy a Hit

A DARK man will enter your life." That's what the bold fortune teller warned Dorothy Gish in "Nobody Home," her new Paramount picture, which is the bill at the ..... theatre this week. And the man she fell in love with was a blond! It's a rollicking Gish fun-fest that is bound to please.

DOROTHY GISH IN MISS FIX-IT ROLE

Star's Efforts Lead To Fun In "Nobody Home"

DO you know people who are always fixing things to perfection for somebody else, but make a mess of their own affairs? That's the sort of young lady Dorothy Gish is in her latest Paramount picture, "Nobody Home," which will be on view at the .... theatre next ..... She is superstitious, too, and consulted the stars before she schemed the little match that brought her girl friend and her sweetheart in front of a minister. Then the schemer falls in love with the best man and lets a villain of a fortune-teller threaten her happiness until two enterprising burglars straighten out the mess in a novel and thrilling manner. It is a lively little screen comedy, with vivacious Miss Gish at her best. A cast of unusual strength supports the star.

Fawcett with Dorothy Gish

GEORGE FAWCETT, who has an important role in Dorothy Gish's new Paramount picture, "Nobody Home," which is coming to the ..... theatre on ..... next, will be remembered by screen lovers as the musketeer in the trenches in "Hearts of the World." Since that time he has appeared with Miss Gish in three other pictures and has been praised highly by the screen public and critics alike.

Dorothy Gish's Latest

DOROTHY GISH is at the ... theatre this week in "Nobody Home," her latest Paramount picture, It's about a super-superstitious young lady who started and finished one romance for her girl friend, then nearly ruined her own. Something novel in the way of plots and fun galore is provided. The support is excellent.

Mr. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Nobody Home!

DOROTHY GISH'S pensive expression gives the impression that she awaits the fatal message from the battlefield—or is watching for a husband who has failed to show up on the evening of June 30th—or at any rate, is expecting the worst. But it's only Clifton Elmer, her director, that she is waiting for; and the long, sad look arises from a conviction that a hard day's work lies ahead of her when Clifton takes her from her pretty Los Angeles cottage to the expectant cameras. Oddly enough, the name of her new Paramount picture is, "Nobody Home."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat to Your Newspaper Today! It Is Free!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "NOBODY HOME"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....15 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Colored, 8 in a set.....1.00 each
22x28, Colored, scene of star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date, four to a set.....15 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Welcome, Little Stranger
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Oh Judge, How Could You?

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Nobody Home"

.....1919

Dear Miss Harding:

It is written in the Book of Fate that a dark haired girl is going to have a great influence on your life.

You probably don't know it, and you're probably not superstitious but there's the fact. The dark haired girl is Dorothy Gish, and the influence she's going to have is to furnish you with one of the jolliest, most enjoyable evenings you ever spent. Her new picture, ""Nobody Home,'' will be seen at the Imperial Theatre next .....

Miss Gish plays the role of a superstitious young lady, who is madly in love with a young man, but who fears the worst because he proposes on Friday the Thirteenth. When he spills the salt she despairs. And finally the cards tell her that a blonde woman is to enter his life!

She is saved for her lover by the intervention of a black cat, two burglars, and a bottle of ink. How? Come and see!

Yours sincerely,

.....Manager.

Post Cards on "Nobody Home"

Exhibitors will be wise to mail at least one of these Cards to their patrons.

...., 19...

Dear Miss Harding:

"Nobody Home."

Why not?

Because everyone's at the Imperial looking at Dorothy Gish's new Paramount Picture. "Nobody Home" is the title.

Better join the happy throng.

It's a dandy picture.

Yours sincerely,

.....Manager

...., 19...

Dear Miss Harding:

Can you tell fortunes with cards? For if you can you will know that this card means a jolly evening for you.

Where? At the .... Theatre, starting ....

Why? Because we're showing Dorothy Gish's new Paramount Picture, "Nobody Home". And it's a jolly comedy.

Yours sincerely,

.....Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

	Order No.----------	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				
Play Date	Titles of Productions	1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 2.20	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Colored Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Colored 6-11x14 & Lobby Card .50	Each .15	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

We supply Two One-Sheets, Two Three-Sheets and One Six-Sheet for Dorothy Gish's Photoplay

"Nobody Home"

SLIDE

Apply to Your Exchange for These Posters.

Spread Them Over Your Town and Pack Your Theatre!

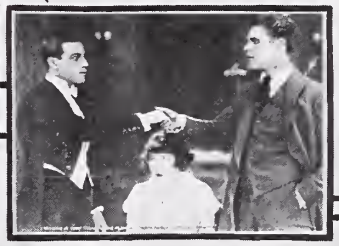
A Paramount Picture

THE NEW ART FILM COMPANY *Presents*

DOROTHY GISH *IN*

"NOBODY HOME"

Directed by - ELMER CLIFTON
Photographed by - JOHN LEEZER
Scenario by - LOIS ZELLNER
Assistant Director - LEIGH R. SMITH



Rotogravure. One-Sheet - - - - - Price .15

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 16

Out of Luck

Scheduled Release Date: **24 Aug 1919**

THE NEW ART FILM COMPANY

PRESENTS

DOROTHY GISH

in

"OUT OF LUCK"

Directed by Elmer Clifton, Scenario by Lois Zellner, Photographed by John Leezer, Assistant Director, Leigh R. Smith

A Paramount Picture

This Press Book Contains:—

Advertising Layouts

Advance Publicity Stories

Current Publicity Stories

Billboards And Posters

Scene Cuts On Production

Material For Your Program

Newspaper Story Mats

Slides, Stills, Star Cuts

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

Pertinent Facts for Exhibitors Regarding Dorothy Gish and Her Latest Photoplay, "Out of Luck"

DOROTHY GISH as a vivacious commedienne ranks among the top-notchers in the film world. Her pictures are plainly labelled, "For Entertainment Purposes Only." First made famous by her role of "The Little Disturber," in D. W. Griffith's "Hearts of the World," Miss Gish has mounted steadily upward in popular esteem through such rollicking successes as "Battling Jane," "Boots," and "Peppy Polly." Her work has a universal appeal, and her name is a recognized drawing card of the first magnitude.

Dorothy Gish, Star

EXUBERANCE of spirits and a pretty face would never alone have carried Dorothy Gish to the high position she now holds. However merry and carefree she appears in her pictures, she is a painstaking young artiste, hardly out of her 'teens, who has won unusual success through natural gifts as a commedienne and a wealth of experience on the screen. She has a rare sense of dramatic values and never lets her comedy work descend into caricature. This gift is what enables her to turn a humorous situation quickly into one of deep emotion and carry an audience with her. In her serious moments she is just as appealing as she is when a fun-maker. She occupies a warm place in the public's heart as a versatile star who never fails to please. "Out of Luck" is up to her highest standards.

Lois Zellner, Author

LOIS ZELLNER has been connected with motion pictures for several yearrs as a scenario writer. Her knowledge of screen technique, combined with considerable originality, has raised her to the front rank of writers of original screen comedies. "Out of Luck," with its lively novel plot, stands out as one of her best efforts.

TABLE OF CONTENTS

An Unusual Story

FRANCES WADSWORTH, an extremely superstitious girl, is consulted by her friend, Florence Wellington, with regard to the latter's love affair. Referring to the almanac, Frances discovers that Venus is in the ascendent and suggests an elopement. Florence and her sweetheart agree, and during the wedding ceremony, Frances falls in love with Malcolm Dale, the best man. Her love is returned, and the courtship progresses swimmingly until Malcolm proposes on Friday, the 13th. Moreover, the cards tell her that a blonde woman is to enter Malcolm's life, while she is a brunette; they also say that a dark man is to loom up fatefully on her horizon, and Malcolm has light hair! A raven-locked fortune-tunter appears soon afterward and makes violent love to Frances.

His big opportunity comes when Malcolm is discovered at a cabaret with a light-haired woman, who is really the man-struck daughter of Rockaway Smith, an old friend. But Frances, very angry, agrees to marry the "dark man." A black cat on her wedding day leads her to postpone the ceremony, and she goes to the apartment of her newlywed friends, which has been deserted for the week-end. Malcolm accidently comes there too, as do also a pair of burglars. A scuffle follows, and Malcolm and Frances are captured as the thieves by Rockaway Smith. They then rediscover their love for each other, and all is serene.

Elmer Clifton, Director

A PLEASING feature of all the Dorothy Gish pictures is the flawless manner in which they are screened. Elmer Clifton has directed the little star's recent vehicles, acquiring an expert knowledge of her mannerisms and rapid-fire style of acting. In "Out of Luck" he has done excellent work.

Good Supporting Cast

THE support afforded Dorothy Gish in "Out of Luck" is of high order, including such well known players as George Fawcett, Ralph Graves, Raymond Cannon, Vivian Montrose, Rodolph Valentino and Emily Chichester.

John Leezer, Camerman

WIDELY known for the excellence of his motion picture photography, John Leezer, who photographed the scenes of "Out of Luck," is one of the best cameramen identified with the screen. Mr. Leezer has photographed numerous screen successes, such as "Peppy Polly" and "I'll Get Him Yet," but his latest achievement is not excelled in artistry and beauty, by any of his previous efforts.

DOROTHY GISH
in "Out of Luck"
A Paramount Picture

9279

9274

9277

DOROTHY GISH
in "Out of Luck"
A Paramount Picture

DOROTHY GISH in "Out of Luck"
A Paramount Picture

How To Order These Cuts

TELL your Famous Players-Lasky Exchange that you want production illustrations No. —— (indicating the numbers on this and the following three left-hand pages that you may desire) on pages —— of the "Out of Luck" Press Book. Be sure to say whether you wish mats or electros.

Your Exchange also has 10 stock cuts of Dorothy Gish, which are good for any Dorothy Gish production.

If you do not want the lettering under these cuts, your printer can easily substitute type.

Cast and Story of "Out of Luck"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Dorothy Gish's Latest Photoplay
A Paramount Picture

Dainty Dorothy Gish a Superstitious Heroine in Her Latest Paramount Picture, "Out of Luck"

Friday, the Thirteenth, Blondes, Brunettes, Dark Men, Light Men and Other Factors Contribute to Make Her Love Story Highly Interesting.

A FIRM believer in signs and portents, Frances Wadsworth would no more think of walking under a ladder than of amputating two fingers of her dexterous right hand. Her friend, Florence Wellington, is desperately in love, but as the grandfather of her sweetheart was a brewer, the young man is objectionable to Florence's father, who one night kicks the boy out of his house when he is calling on Florence. The latter telephones the distressing news to Frances, who consults the secret book of fate to determine what shall be done in the premises.

Finding that the book declares Venus in the ascendant, Frances advises an elopement, with which Florence readily agrees. An elopement is arranged and at the ceremony, the prediction of the book of fate that a "blonde man will enter your life," is fulfilled greatly to the happiness of Frances. Malcolm Dale is the best man at the nuptials and Frances falls hopelessly in love with him, and he with her.

The courtship progresses satisfactorily, but horrors! Malcolm proposes marriage on Friday, the Thirteenth! Then, he tips over the salt, and, finally—worst of all to Frances—the cards insist that a blonde woman will enter Malcolm's life, while she herself is a decided brunette! Also, the cards reveal the intelligence that a dark man will enter her life, although Malcolm is himself a blonde.

The Newlyweds set up housekeeping in another city and Frances goes to visit the bride. Here she meets the dark man, a fortune hunter, who discovers that turtle doves are easy picking. He resolves to win Frances for himself and leaves no stone unturned to discredit Malcolm in her eyes.

"OUT OF LUCK"

The Cast

Frances Wadsworth — **Dorothy Gish**
Malcolm Dale — **Ralph Graves**
Crandall Park — **Raymond Cannon**
Mollie Rourke — **Vera McGinnis**
Rockaway Smith — **George Fawcett**
Sally Smith — **Emily Chichester**
Maurice Rennard — **Rodolph Valentino**
Rosebud Miller — **Norman McNeil**
Eddie the Pup — **Porter Strong**
The Strong Minded Aunt — **Kate V. Toncray**
Florence Wellington — **Vivian Montrose**

His big opportunity comes when Malcolm meets a jovial westerner, Rockaway Smith, at a cabaret on business. Trouble follows from the fact that Rockaway has with him his daughter, who is manstruck in the extreme. She is the "Blonde Lady" of the cards.

"OUT OF LUCK"
A Rhymed Review
By Russell Holman

Dorothy Gish in a picture
Sparkling and heavy as foam;
Love mixed with burglars and planets,
Villains and cracks on the dome.

Hats off to you, chic Disturber;
I'll say you're THERE, like a duck.
Folks who miss you at the movies
Are crippled, or just "Out of Luck."

Aided by chance, the fortune-hunter shows Malcolm to Frances in what seems to be a compromising position, and an estrangement between the lovers follows.

An announcement of the engagement of Malcolm Dale to Rockaway's daughter is published, and before the mistake can be corrected, Frances, through pique, agrees to marry the fortune-hunter. But, on the day set for Frances' wedding, the Fates again intervene. A black cat spots the wedding-dress with ink, and Frances insists that the wedding must be postponed. She returns to the Newlyweds' deserted apartment, closed for the week end an hour before.

At the railroad station, Mr. Newlywed meets Malcolm and sends him, also, to the supposedly empty apartment, to get a good rest. In the apartment, Malcolm hears noises that convince him someone else is in the rooms. So does Frances. So, also, do two burglars, who have entered the supposedly deserted apartment, through the connivance of the maid, to lift the wedding silver.

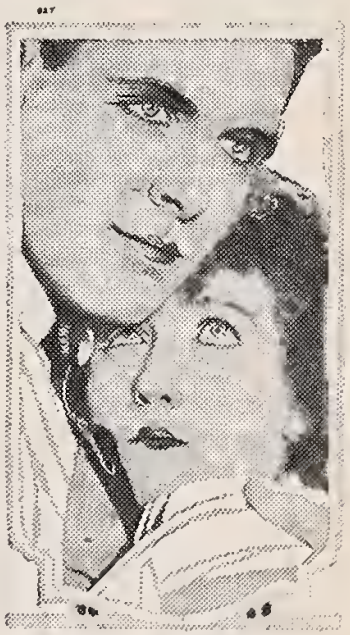
In the mix-up that follows, the burglars sand-bag both Frances and Malcolm, and succeed in making their escape with the loot into the next apartment. There, however, they are apprehended by Rockaway Smith and marched back, to be turned over to the police.

Frances and Malcolm recover consciousness in time to hear furious knocking on the door, where Mrs. Newlywed, friend fortune-hunter, and others, have congregated to demand admittance. It is one o'clock in the morning. Malcolm tries to make a getaway via the fire-escape, only to be caught by the police and return—to Frances' arms.

Production Cuts, Actual Size and Screen, Just As they Will Appear in Your Newspaper

DOROTHY GISH in "Out of Luck"
A Paramount Picture

9275



9271

DOROTHY GISH
in "Out of Luck"
A Paramount Picture

Order these production cuts according to number from your Famous Players-Lasky Exchange, mentioning the "Out of Luck" Press Book. Be sure to say whether you want mats or electros.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer, it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

AN example of how newspapers are glad to co-operate with motion picture folk when the subject is one of great public interest was given recently by the New York Tribune, which published a page layout, in its rotogravure section, of pictures of players and scenes in the Paramount-Briggs Comedies. This, it is believed, is the first time that a metropolitan newspaper has ever given a whole page of pictures to a single motion picture subject.

Not only did this page appear in the Tribune, however, but it also was published by more than 100 newspapers all over the country, which subscribe to the Tribune's picture syndicate service. These newspapers cover practically every section of the United States, so that people everywhere who already have become ardent admirers of Briggs' work as a cartoonist were given an opportunity to see "Skinny" and his friends photographed in real life.

* * *

Bill Hart wears a wonderful buckskin suit in his new Artcraft photodrama, "Wagon Tracks." It is the real article, too, not a mere modern makeshift. He wears a fur cap, even in the desert scenes, but this is historically correct. Kit Carson always wore his fur cap no matter what the weather. It was a sort of badge of office as a great scout.

* * *

The Ladies' Home Journal, with a national circulation of over two million, has placed itself and its staff of exploitation experts scattered all over the country at the disposal of every exhibitor who has booked or will book to play "The Firing Line," the Paramount-Artcraft Special starring Irene Castle.

This is one of the greatest and most effective tie-ups that the Famous Players-Lasky Corporation has ever secured for the benefit of its exhibitors and it indicates, that corporation cites, to what extent it is prepared to co-operate with those who play its productions to make for success and big box-office returns. It would seem that it now remains only for the live-wire exhibitor to hold up his end for the tie-up to succeed.

Exclusive Stories For Photoplay Editor From ..... Theatre

THE costumes and civil war atmosphere of "Secret Serfice," the Paramount-Artcraft Special, are perfect according to a committee of G. A. R. officials who viewed the photoplay recently. Matthew B. Brennan, commander of the Dahlgren-Powell Post of New York; H. J. Keanrey, commander of the Veteran's Farragut Fleet; William F. Kirchner, chairman of the Memorial Committee of the G. A. R.; James R. Silliman, president of the State Home for Soldiers and Sailors, and Captain Fritsch, organizer of G. A. R. parades, voted the picture a triumph. Both Commander Brennan and Mr. Silliman have written Adolph Zukor, president of the Famous Players-Lasky Corporation to urge that all G. A. R. veterans be given an opportunity to see the picture.

* * *

The convention of the Central West exchanges of the Famous Players-Lasky Corporation recently held in Chicago under the supervision of Special Representatives John W. Allen and Myron H. Lewis, proved to be one of the biggest events of its kind ever held within the industry. Branch managers, booking managers, salesmen and advertising and service managers from the Chicago, Detroit, Minneapolis, Kansas City, St. Louis, Omaha and Des Moines offices were present to the number of more than two hundred.

* * *

Darrell Foss plays the leading male support of Lila Lee, star in a new Paramount picture entitled "Rose o' the River." Mr. Foss is recognized as a master of character interpretation and make-up effects. His work in this production as Steve Waterman, the stalwart lumberman, and country lover of the heroine, is said to be a feature of the picture.

* * *

The titles of "Wagon Tracks," the new Artcraft picture starring William S Hart, are highly effective and were designed by Irving J. Martin. Thos. Brierley is the art director of the picture. which is a story of the old Santa Fe trail in early days.

Exclusive Stories For Photoplay Editor From ..... Theatre

WILLIAM KELLETTE, director of the Paramount-Briggs Comedies, has had a long and varied experience with motion picture stars, and has seen many productions held up for many reasons. He experienced a new one recently, however, when work on the tenth Paramount-Briggs Comedy, "Saturday Night," was held up to enable Johnny Carr, who plays the role of Skinny, to take the high school entrance examinations. Johnny is fourteen years old, and hates school just as much as Skinny ever did.

* * *

Very appropriate for the time of the signing of the Peace Treaty is a recent Paramount-Bray Pictograph. "Flying Cannon" is the best description possible of the new war instrument invented by Uncle Sam, which the Hun escaped by a small margin of time. It is a shell so constructed that when fired at the enemy it fires off a shot on its own account just before arriving at its objective point. The projectile fired from the shell while in flight distributes shrapnell after the head has gone ahead and demolished the gun shields. The Bray animated drawing illustrates this terrible weapon with marked exactness and most entertainingly.

* * *

George Fischer plays an important role in "Rose o' the River," a Paramount starring Lila Lee. His part is that of a suave young Bostonian who comes to the small town and by a dramatic and affected play of affection tries to win the village belle away from her young country lover.

* * *

In "A Desert Hero," his new contribution to the series of Paramount-Arbuckle Comedies, "Fatty" Arbuckle is again seen as a sheriff. The Paramount-Arbuckle comedy is a travesty on Western pictures of the thriller type. The scene is laid in a Western town where sheriffs are killed every ten or fifteen minutes by the populace, whose favorite hang-out is a dance hall, of which a giant bully is the pro-

DOROTHY GISH in "Out of Luck"
A Paramount Picture

9276

9270

DOROTHY GISH
in "Out of Luck"
A Paramount Picture

Order these production cuts from your Exchange according to number, mentioning "Out of Luck" Press Book. Be sure to say whether you wants mats or electros.

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer.

FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticized—a plan absolutely proof against attack—fair to every individual concerned in its operation from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism, and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

DOROTHY GISH in "Out of Luck"
A Paramount Picture

9272

DOROTHY GISH
in "Out of Luck"
A Paramount Picture

9278

Order these cuts from your Exchange according to number, mentioning "Out of Luck" Press Book.

Be sure to say whether you want mats or electros.

9273

DOROTHY GISH in "Out of Luck"
A Paramount Picture

THEATRE NAME

THE NEW ART FILM COMPANY PRESENTS

DOROTHY GISH in "OUT OF LUCK"

Directed by ELMER CLIFTON

A PARAMOUNT PICTURE

Scenario by Lois Zellner — Photographed by John Leezer — Assistant Director, Leigh R. Smith

The Fates Said No!

MARRY on Friday the thirteenth, when a black cat walked on her wedding gown and her hero spilled the salt? Never!

Besides, a "dark man" had entered her life. The stars failed to tell her what he would do there, but goodness gracious! how he mixed her horoscope!

If you want to see the screen's greatest comedienne "eat up" the "soup" in superstition, see Dorothy Gish in "Out of Luck."

ADDED FEATURE

Mrs. Sydney Drew, with John Cumberland,

in "A SISTERLY SCHEME," A Paramount-Drew Comedy

THEATRE NAME HERE

THE NEW ART FILM COMPANY PRESENTS

DOROTHY GISH

in

"OUT OF LUCK"

A PARAMOUNT PICTURE

Directed by Elmer Clifton
Photographed by John Leezer

Scenario by Lois Zellner
Assistant Director, Leigh R. Smith

"Wait for a Handsome Stranger"

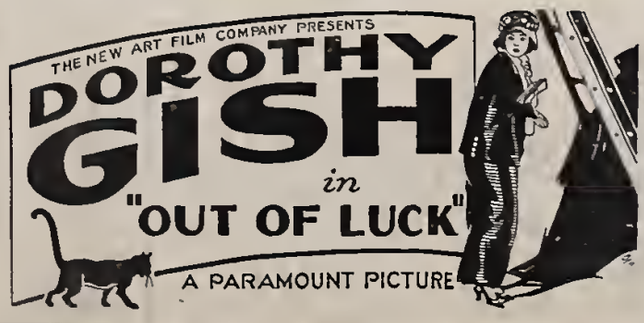
'TWAS the voice of the Prince of Darkness, but she thought it was Fate. So she read the stars, consulted her "Past, Present and Future," called off her wedding, hied herself to the big bad city, and fell under the spell of a bold "dark man."

Then all signs failed! A burglary! A blonde woman! A pair of newlyweds and a scandal! Enough laughs and thrills to stop any jinx that ever bedevilled a maiden in distress!

The screen's greatest comedienne, supported by George Fawcett, Ralph Graves, Raymond Cannon and other popular players, in a picture rocking with fun. Better be on hand!

SPECIAL ADDED ATTRACTION

"The Dentist"—A Paramount-Mack Sennett Comedy



EXHIBITORS!

THE advertising illustrations on this and on pages 9 and 12 of this Press Book will help you to put over "Out of Luck" in a way that will make you money. Use as many of them as possible, in mat or electro form.

The little cut on the left is fine for a running ad or for advance insertion in a larger advertisement of another production.

Advertising Illustrations, Furnished as Electro or Mat

THEATRE

THE NEW ART FILM COMPANY
presents

DOROTHY GISH
in
"OUT OF LUCK"

A Paramount Picture

Storm Ahead!

READING the stars, she saw Venus in the ascendant. That meant love.

"Elope," said her Dream Book, "but beware of a blonde woman."

Then a wicked black cat ambled across her path, and a "dark man" brought more adventures into her life than her favorite fortune-teller ever concocted.

If you're the seventh daughter of a seventh son, cross your fingers and stay away. But everybody else is coming to see the screen's greatest comedienne in "Out of Luck."

Also

A BURTON HOLMES TRAVEL PICTURE

Directed by Elmer Clifton
Scenario by Lois Zellner
Photographed by John Leezer
Assistant Director, Leigh R. Smith

THEATRE
Name and Dates
Here or at Top or Bottom. Other Copy Here if You Desire.

"A Dark Man Is Coming!"

THUS she read the stars. "Dark Man," echoed her Dream Book, her magic cards, her horoscope and her heart.

And while the Blonde Man gnashed his teeth, the Dark Man arrived! Oh, what a villain he was! Only her trusty rabbit's foot saved her!

A story of newlyweds, love, bad signs and burglars. With the screen's greatest comedienne in a role that will keep you laughing for days. Come!

EXTRA FEATURE

"The Dentist"

A Paramount-Mack Sennett Comedy

Advance Press Stories of "Out of Luck"

To Be Sent to the Newspapers Prior to and During the Display of Dainty Dorothy Gish's Latest Photoplay

A Paramount Picture

FRIDAY THE 13TH CAUSES TROUBLE FOR DOROTHY GISH

New Paramount Photoplay 'Out of Luck" Is Full Of Fun

WOULD you accept a man who proposed to you on Friday, the 13th? Dorothy Gish does in "Out of Luck," her new Paramount picture, which is coming to the ——— theatre next week. The old jinx starts working immediately, but it is helped considerably by the fact that Frances Wadsworth, the character played by Miss Gish, is a superstitious person. When Malcolm, her fiance, dines out with a friend and his daughter, Frances jumps at the conclusion that the girl is the strange blond lady who the fortune-teller had warned her was to come into Malcolm's life. So there is trouble, and matters get into a jolly mess, until a Newlywed and two enterprising burglars straighten out the tangle and unite the two sweethearts.

"Out of Luck" is one of the funniest of all the Gish Comedies starring the vivacious little comedienne in a part that fits her like a glove. Supporting Miss Gish is an unusually strong cast, including George Fawcett, who has appeared in character parts in the past three Gish successes, Vivian Montrose, Ralph Graves, Rodolph Valentino, and Emily Chichester. The chief requisite of a player in a Gish film is that they either produce laughs or aid materially in their production, and the aggregation of fun-makers in "Out of Luck" is said to include only comedians of the first rank. Elmer Clifton supervised the screening.

DOROTHY GISH IS FUN STORM CENTER IN FILM, "OUT OF LUCK"

Vivacious Star is Given Fine Comedy Role In New Screen Vehicle

SCREEN lovers who have come to expect riots of swift moving fun pictures featuring Dorothy Gish will not be disappointed in seeing "Out of Luck," her latest Paramount starring vehicle, which is coming to the .... theatre on ..... Miss Gish has the role of an over-superstitious young lady who arranges the elopement and wedding of a girl friend because the signs seem to indicate its success.

She didn't foresee that she would herself fall in love with the best man. But he is a blond, and a black-haired fortune-teller had warned her that a "dark man will come into her life." So she is suspicious and all the more so when she meets her fiance with another woman. She is about to throw away her happiness on a dark fortune-hunter, when one of the newlyweds does some scheming on her own account. As a result, startling developments ensue, including a mad chase after a pair of enterprising burglars which finally leads to a reconciliation between Miss Superstitious and her sweetheart.

"Out of Luck" is for entertainment purposes only. Assisting Miss Gish in the fun-making are George Fawcett, Vivian Montrose, Ralph Graves, Rodolph Valentino, and Emily Chicester, Mr. Fawcett, a well known screen comedian, has appeared with much success in the last three Gish pictures. Elmer Clifton, who appeared originally as an actor in "The Birth of a Nation" with Miss Gish and later turned director, handled the megaphone for the vivacious star.

"OUT OF LUCK," SAYS DOROTHY GISH TO A GREEN STAGE HAND

Popular Star Victim Of Queer Accident While Filming New Comedy

DOROTHY GISH, the vivacious little moving picture star, is nursing a large bump on the topmost portion of her cranium. She did not fall downstairs, nor has she been learning to roller skate. The cause lies in the over-enthusiasm of an actor in her latest Paramount picture, "Out of Luck," which is coming to the ..... theatre on ....., accompanied by a green property man's conception of a "movie" blackjack. To expose a secret of a photoplay production, the bottles, crockery and blackjacks with which one actor strikes another are usually made of some substance less dangerous than it appears. Thus the burglar's "billy" in Miss Gish's picture was stuffed with cotton, and a lusty blow can be delivered with no serious results.

But when the new property man got slightly rattled and brought the wrong one on the "set" and the "heavy" hit Miss Gish on the head with it—it was found that something was wrong. Luckily the results were not fatal, but, after a rather heated interview with Miss Dorothy, the property man has decided to be more careful in the future.

The story of "Out of Luck" centers around a girl who chief failing is superstition. Because Venus is in the ascendant, she advises a girl friend to elope with the man of her choice. Then the superstitious girl falls in love with the best man at the wedding and is separated from him by a villainous fortune-hunter who has designs on her. But they are reconciled in a most novel way. George Fawcett, Ralph Graves, and Vivian Montrose are included in the strong cast.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces

Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Welcome, Little Stranger
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Oh Judge, How Could You?

"OUT OF LUCK" NEW DOROTHY GISH HIT

Peppy Little Star in Paramount Screen Comedy

A FORTUNE-TELLER and a fortune-hunter almost ruin Dorothy's Gish's budding romance in her new Paramount picture "Out of Luck," which will be on view at the ..... theatre next .....

Superstitions, because she has been warned about a certain dark man—and her sweetheart is a blond—leads her to have doubts of him. To increase her troubles, she sees him out with a vampirish woman. It takes the combined ingenuity of two newlyweds, a pair of enterprising house-breakers, and one of the funniest climaxes in motion pictures to extricate Miss Gish from her difficulties.

Ralph Graves, George Fawcett, Vivian Montrose, and Raymond Cannon are the star's fellow fun-makers. It is a typical Gish farce hit, directed by Elmer Clifton.

Gish Farce Pleases

SINCE gaining the soubriquet of "The Little Disturber," Dorothy Gish has become a prime favorite with motion picture fans as a clever, pepful comedienne. Her latest Paramount picture, "Out of Luck," which was shown here for the first time at the ..... theatre last evening, will add to her growing popularity, as it is a jolly screen farce of the best type. The story centers around a girl who is superstitious to a fault. After starting a romance for another couple, she falls in love herself, but her belief in signs is almost her undoing. It requires some heroic and screamingly funny measures to straighten out the mess. A capable cast supports the star, and Elmer Clifton is the director.

BELIEVE IN SIGNS? SEE "OUT OF LUCK"

Dorothy Gish Furnishes Fun In New Picture

IF you had just walked under a ladder, had seen the moon over the wrong shoulder and had your path crossed by a black cat ..... would it suprise you if things began to happen? Dorothy Gish in her new Paramount picture, "Out of Luck," which is on view at ..... theatre this week, is a suspicious young lady, and, after all these portents, it seemed the most natural thing in the world to become mixed up in a funny tangle with a newly eloped couple and end up by falling in love with their best man. Ralph Graves, George Fawcett, and Rodolph Valentino are included in the strong cast supporting Miss Gish. "Out of Luck" is one of the liveliest little comedies in which this popular star has yet appeared.

"Out of Luck" Coming

WERE you born under the sign of the constellation Venus? Better look it up. Dorothy Gish was in her new Paramount picture, "Out of Luck," which comes to the ..... theatre next ....., and it led to some merry complications, including two love affairs, a mix-up with a fortune-teller, and a mad scramble with two enterprising burglars. This is said to be one of the funniest farce comedies ever screened.

New Gish Comedy A Hit

A DARK man will enter your life." That's what the bold fortune teller warned Dorothy Gish in "Out of Luck," her new Paramount picture, which is the bill at the ..... theatre this week. And the man she fell in love with was a blond! It's a rollicking Gish fun-fest that is bound to please.

DOROTHY GISH IN MISS FIX-IT ROLE

Star's Efforts Lead To Fun In "Out of Luck"

DO you know people who are always fixing things to perfection for somebody else, but make a mess of their own affairs? That's the sort of young lady Dorothy Gish is in her latest Paramount picture, "Out of Luck," which will be on view at the .... theatre next. ..... She is superstitious, too, and consulted the stars before she schemed the little match that brought her girl friend and her sweetheart in front of a minister. Then the schemer falls in love with the best man and lets a villain of a fortune-teller threaten her happiness until two enterprising burglars straighten out the mess in a novel and thrilling manner. It is a lively little screen comedy, with vivacious Miss Gish at her best. A cast of unusual strength supports the star.

Fawcett with Dorothy Gish

GEORGE FAWCETT, who has an important role in Dorothy Gish's new Paramount picture, "Out of Luck," which is coming to the ..... theatre on ..... next, will be remembered by screen lovers as the musketeer in the trenches in "Hearts of the World." Since that time he has appeared with Miss Gish in three other pictures and has been praised highly by the screen public and critics alike.

Dorothy Gish's Latest

DOROTHY GISH is at the .... theatre this week in "Out of Luck," her latest Paramount picture. It's about a super-superstitious young lady who started and finished one romance for her girl friend, then nearly ruined her own. Something novel in the way of plots and fun galore is provided. The support is excellent.

Mr. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

"Out of Luck!"

DOROTHY GISH'S pensive expresssion gives the impression that she awaits the fatal message from the battlefield—or is watching for a husband who has failed to show up on the evening of June 30—or at any rate, is expecting the worst. But it's only Elmer Clifton, her director, that she is waiting for; and the long, sad look arises from a conviction that a hard day's work lies ahead of her when Clifton takes her from her pretty Los Angeles cottage to the expectant cameras. Oddly enough, the name of her new Paramount picture is "Out of Luck."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat to Your Newspaper Today! It Is Free!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "OUT OF LUCK"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....15 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Colored, 8 in a set.....1.00 each
22x28, Colored, scene of star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date, four to a set.....15 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MUSICAL SYNOPSIS FOR

"OUT OF LUCK"

A PARAMOUNT PICTURE STARRING

DOROTHY GISH

FIVE REELS

No.	Min.	Sec.	Title or Description	Suggested Selections
1	1	35	Screening	Tell Me Why (Rose)
2	2		(T) Frances Wadsworth, born, etc.	What is the Harm in a Bit of a Walk (McNeil)
3	3	50	(T) Father's foot shatters	I Don't Like Your Family (Time, Place and Girl)
4	3	15	(T) But when night comes	"You're in Love" (You're in Love)
5	2	30	(T) Best man and bridesmaid	Tell Me Why (Rose)
6	3	50	(T) Rockaway Smith	La Fleurette (Wellesley)
7	3	30	(T) Another Day	Sweetheart (Maytime)
8	3	10	(T) Dale gets a chance	April Moods (Eugene)
9	3	40	(T) A hurried call	Kisses (Cowan)
10	1	30	(T) At the regent	Destiny Waltz (Baynes)
11	2	10	(T) Frances' party arrives	Oriental (Herbert)
12	2	40	(D) Egyptian Dances—exit	Till We Meet Again (Whiting)
13	2	40	(T) Burglar Mame	He Will Understand (You're in Love)
14	4	30	(T) People born in this month	Rendezvous (A letter)
15	3		(T) Shocking News	Tears (Black)
16	2	30	(T) On their way to the depot	Waiting at the Church (Pether)
17	3		(T) The start of a quiet night	Mysterioso (Levy)
18	2	40	(T) The burglars expect a quiet haul	Pizzicato Mysterioso (Minot)
19	4	20	(T) You are about to make a move	Sinister Theme (Vely) (with repeats)
20	1	30	(T) Bear-ly conscious	Marionettes Death March (Gonaud) or Elephant Walk
21	2	30	(D) Frances throws off bear rug	Mocking Birds (Old time)
22	2	30	(T) Blocked, the burglars try next apartment	Angels Serenade (Braga)
23	3	25	(D) Burglars take off shoes	A Garden Dance (Vargos)
24			This is the man I love—Until end.	Tell Me Why (Rose)

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Out of Luck"

.....1919

Dear Miss Harding:

It is written in the Book of Fate that a dark haired girl is going to have a great influence on your life.

You probably don't know it, and you're probably not superstitious but there's the fact. The dark haired girl is Dorothy Gish, and the influence she's going to have is to furnish you with one of the jolliest, most enjoyable evenings you ever spent. Her new picture "Out of Luck," will be seen at the Imperial Theatre next .....

Miss Gish plays the role of a superstitious young lady, who is madly in love with a young man, but who fears the worst because he proposes on Friday the Thirteenth. When he spills the salt she despairs. And finally the cards tell her that a blonde woman is to enter his life!

She is saved for her lover by the intervention of a black cat, two burglars, and a bottle of ink. How? Come and see!

Yours sincerely,

_____

Manager.

Post Cards on "Out of Luck"

Exhibitors will be wise to mail at least one of these Cards to their patrons.

...., 19...

Dear Miss Harding:

"Out of Luck."

Why?

Because everyone's at the Imperial looking at Dorothy Gish's new Paramount Picture. "Out of Luck" is the title.

Better join the happy throng.

It's a dandy picture.

Yours sincerely,

_____

Manager

...., 19...

Dear Miss Harding:

Can you tell fortunes with cards? For if you can you will know that this card means a jolly evening for you.

Where? At the .... Theatre, starting ....

Why? Because we're showing Dorothy Gish's new Paramount Picture, "Out of Luck". And it's a jolly comedy.

Yours sincerely,

_____

Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

	Order No.----------	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				
Play Date	Titles of Productions	1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 2.20	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Colors Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Colored 6-11x14 & Lobby Card .50	Each .15	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

We supply Two One-Sheets, Two Three-Sheets and One Six-Sheet for Dorothy Gish's Photoplay

"OUT of LUCK"

SLIDE

Apply to Your Exchange for These Posters.

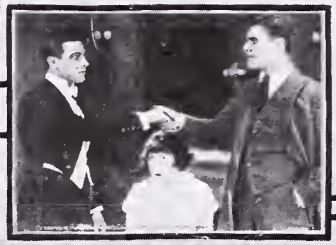
Spread Them Over Your Town and Pack Your Theatre!

A Paramount Picture

THE NEW ART FILM COMPANY *Presents*

DOROTHY GISH IN "OUT OF LUCK"

Directed by ~ ELMER CLIFTON
Photographed by ~ JOHN LEEZER
Scenario by ~ LOIS ZELLNER
Assistant Director ~ LEIGH R. SMITH



Rotogravure, One-Sheet - - - - Price .15

PARAMOUNT PRESS BOOK COLLECTION
Volume 11: July – August 1919; Index Number 17

The Heart of Youth

Scheduled Release Dare: **24 Aug 1919**

Helps That Really Help You To Put Over

LILA LEE

IN

"THE HEART OF YOUTH"

By Beulah Marie Dix

Directed by Robert G. Vignola

A Paramount Picture

Advertising Cuts and Mats

Scene Cuts and Mats

Lithographs

Advance Publicity Stories

Current Publicity Stories

Reviews

Material For Programs

Promotional Ideas

List Of Other Accessories

SPECIAL FEATURES OF THIS BOOK

A Special Story That Is Sure To Pack Them In On The Day Of Opening

A Startling 3-Column Advertising Cut

A Particularly Good Poster

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast—and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General — NEW YORK — ARTCRAFT PICTURES — AD CUTS and MATS

Facts of Value Regarding Lila Lee and Her Latest Paramount Picture, "The Heart of Youth"

A YOUNG actress of demonstrated powers, dainty Lila Lee, the famous Paramount star, is one of the most popular of screen players in the country. Although in the stellar ranks little more than a year, Miss Lee is recognized as a drawing card of exceptional force, and exhibitors have found such vehicles as "A Daughter of the Wolf," "Rustling a Bride" and "Rose o' the River," in which she was seen to fine advantage, unusually effective money getters. Her latest photoplay, "The Heart of Youth," is a splendid picture which affords her a strong role, and it seems certain that it will duplicate, if it does not surpass, the success of its predecessors.

Lila Lee, Dainty Star

LILA LEE'S talents as an actress enable her to portray with artistic results any role for which she is cast. Her beauty, magnetism, youth and winsomeness have made her especially prominent as one of the screen's foremost portrayers of sweet innocent girlhood characterizations. In "The Heart of Youth," written especially for her by Beulah Marie Dix, she has a charming role, that of a girl of the mountains, and which, although it is vastly different in conception and treatment, is reminiscent of the part she played in "A Daughter of the Wolf." It is as full of action as an egg is of meat, and has all those qualities of entertainment and appeal which are essential to the artistic and financial success of screen productions of the better class.

Beulah Marie Dix, Author

BEULAH MARIE DIX, is one of the most prolific writers in the profession. The story upon which "The Heart of Youth" was based was written especially for Miss Lee, and she also recent accomplishments are the adaptation of "Secret Service," and a picturization of "The Woman Thou Gavest Me," and "In Mizzoura," a forthcoming Paramount-Artcraft picture starring Robert Warwick.

TABLE OF CONTENTS

Robert G. Vignola, Director

ROBERT G. VIGNOLA is one of the pioneers of the motion picture profession, and he has won fame as one of the best known and most talented of film directors, who has produced many notable successes for the silver sheet. Recently he directed Vivian Martin in Paramount-Artcraft pictures.

An Excellent Story

OS WHIPPLE and his family, including Josephine Darchat, a young grand-daughter, are in a feud with Calvin Prendergast, a wealthy city man, who, with his family, occupies a camp every summer at the foot of the mountain. Whipple lives up on the mountain side. Russ Prendergast, families, falls in love with Josephine but Evie, a cousin of Russ, jealously puts a hair switch, an old pair of stockings, and a note written by Russ, in a tree used by the sweethearts as a communicating post, substituting this trash for the wild flowers which Russ had left there. Josephine runs to the Spring, the bone of contention between the two families, and destroys a dam which holds back the water. The camp's water supply thus dries up. The Prendergast faction, aided by strikebreakers from the city, attack the Spring, which the Whipple family, aided by neighbors, defend. The Prendergast cook and children make a side attack on the Spring which Josephine defends with a shotgun. The cook finds her switch near the Spring and accuses the children of stealing it. They confess why Evie wanted the switch and Russ is thus exonerated. The cook pursues the two kids, one falls in the deep lake and Josephine dives in after him, but is unable to bring him to shore. The families, hearing of this stop their fighting and come to the scene. Meantime, Russ has rescued Josephine and the Prendergast youngsters. Sobered by the narrow escape of their youngsters, the two men repent and shake hands. The Prendergast kids produce the old Whipple cat unharmed and everything ends happily.

Strong Support

A LARGE cast has been provided for this production. Tom Forman is leading man. Charles Ogle and Guy Oliver have the leading character roles. Others in character parts are Fanny Midgley, Lydia Knott, Sylvia Ashton, Robert Brower and Ed. Alexander. Many notable juvenile players are also in the cast. They include Lewis Sargent, Buster Irving, Gertrude

9282

LILA LEE in "The Heart of Youth"
A Paramount Picture

LILA LEE
in "The Heart of Youth"
A Paramount Picture

How To Order These Cuts

TELL your Famous Players-Lasky Exchange that you want production cuts Nos. —— (indicating numbers on this and three following left-hand pages) in "The Heart of Youth" Press Book. Be sure to say whether you desire mats or electros.

9286

LILA LEE ADORES CALIFORNIA

Dainty Star in the Paramount Picture

"THE HEART OF YOUTH"

Tells Tales Out of School and Discusses Her Screen Life at the Studio * * * Star Found her Director and Screen Folk Generally Most Considerate.

LILA LEE who will soon be seen here in "The Heart of Youth," her latest Paramount picture is just the simple, unaffected, unspoiled, little miss that her pictures make her out to be, only more so. Furthermore, she is quite as keen and clever as a girl barely sixteen years old might be expected to be who could do what Lila Lee has done. It will be remembered that in May, 1918 Lila Lee was translated bodily to the firmament like Elijah of old. Set down among the older stars, a total stranger to motion picture devotees, she scored a complete success in her first picture, repeated the success in her second picture, obliged with an encore in her third, and did it again in all that followed.

The moral of all this is that the girl who can do such things ought to be an entertaining talker. She is. She not only talks well, but she is observant and has ideas, which are not always associated with talk, you know. One of her ideas is that there is no place like home, meaning New York City. To be sure, she has a pretty cottage in Los Angeles with Japanese servants and a companion; still—

The time required to make four pictures represents the length of time it is possible for Miss Lee to stay away from New York. The moment the weary camera man folded his tripod and silently stole away after finishing that fourth picture Miss Lee started for the Metropolis to make sure that the old island hadn't floated out to sea during her absence. Not that she doesn't like California; oh, dear no!

"Of course I had been in California before," said Miss Lee as she snuggled down into an armchair in an apartment overlooking Central Park. "In fact, I have played in every State in the Union and all the Provinces of Canada, and in most of them a number of times; but these professional visits were necessarily hurried. It is a very different thing to go to a new place and stay until you feel privileged to call it by its first name.

"Los Angeles is such a beautiful place when you get to know it. I never tired of admiring the miles and miles of splendid homes and the truly wonderful luxuriance of flowers. I never thought there could be so many flowers in the world as there are in Los Angeles. And then there is the matchless climate, the brilliant sunshine, the ozone-laden air. Californians say anything will grow in that climate, and I believe them. I know I grew —grew two inches in four months. Just think! Two inches in four months! If I were to keep growing at that rate I should be taller in the course of time than anybody who was not as tall as I.

"The change in my habits of living was great. Stage folk, you know, are necessarily up late and of course sleep late o' mornings. When I changed to motion pictures I was told to report at the studio at half past eight in the morning. That meant getting up at seven o'clock—something I had never done in my life. But we laid everything out the evening before, gave particular instructions about breakfast, wound the alarm clock and went to bed very soon after the chickens did.

"My, but wasn't there a scramble in the morning. I rose at the first call, dressed, ate breakfast, almost got arrested for speeding on the way to the studio and arrived on time to the very second. And then we had to wait four minutes for Mr. Melford, the director. I suppose I should have been temperamental and stormed at Mr. Melford, but he was so nice I forgot to begin until it was too late. Mr. Melford was so considerate that I always felt sorry I couldn't do more for him. Whenever he thought we were tired, for example, he would stop and have some tea or lemonade or something brought in.

"Why, let me tell you how considerate Mr. Melford was. After doing my first scene I stepped behind a screen and waited for the applause. You see I had forgotten I was not on the stage; so when there wasn't a sound from the front of the house I thought I had made an awful failure and began to cry. Mr. Melford saw me and understood. Without a word to me he had the stage hands and everybody else who was not working at the time gather in front of the set. When I finished the next scene they applauded so hard I am sure they must have hurt their hands.

"It was my turn to understand then. I tripped back on the set and acknowledged the applause with my very best stage bow. Then I laughed so hard I cried again. After that I felt perfectly at home before the camera—forgot it was there, in fact.

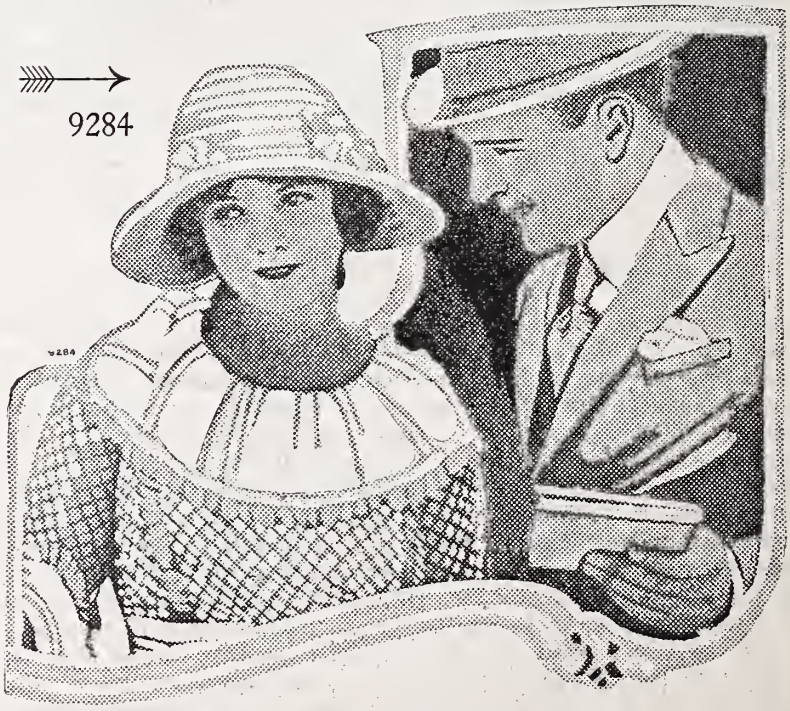
"I had heard so much about the terrible two-gun man, Mr. Hart, that I ran and hid the first time he came to the studio. But do you know he is such a kindly, mild mannered person that butter wouldn't melt in his mouth; I am sure it wouldn't. Two guns! If people really knew what an amiable man M. Hart was, a whole battery of seventy-fives would be no protection for him. And there was Mr. Reid. Did you ever see Wallace Reid? Oh, he's the handsomest man! I think he's a-do-rable! But, of course, he isn't as wise as Mr. Ince. I do believe Mr. Ince knows everything."

LILA LEE in "The Heart of Youth"
A Paramount Picture

YOUR Famous Players-Lasky Exchange also has ten stock cuts of Lila Lee, which are good for any Lee production.

← 9283

→ 9284



LILA LEE in "The Heart of Youth"
A Paramount Picture

IF you do not wish to use the lettering at the bottom of these production cuts, your printer can easily remove it and substitute any type matter which you desire.

Cast and Story of "The Heart of Youth"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Lila Lee's Latest Photoplay

A Paramount Picture

Winsome Lila Lee is the Storm Center of a Country Feud in Her Latest Paramount Picture, "The Heart of Youth"

After Defending Her Father's Spring With A Shotgun, She Is Rescued From Drowning By Her Erstwhile Enemy And Falls In Love With Him.

JOSEPHINE DARCHAT lives with her grandfather, Os Whipple, and his family on a farm at the foot of the mountains, On a neighboring plot of ground is located the camp belonging to Calvin Prendergast, a wealthy man from the city who spends the summer there. There is a feud of long standing between the two families, resulting from the dispute over the possession of a spring. Hostilities have been brewing for several years.

In spite of this fact, Russ, son of Mr. Prendergast, is in love with Josephine and places some wild flowers for her in the trunk of an old tree, which the sweethearts have been using as a communicating post. Evie, Russ's cousin, jealously substitutes a switch of false hair and an old pair of stockings for the flowers. Josephine finds the trash and thinks Russ is trifling with her affections. A few days later she goes walking with her male cousin, and Russ, seeing in the stranger a rival, takes it for granted Josephine no longer cares for him.

The feud breaks out among the younger generation. Two of the Prendergast children steal the Whipple cat and tell Josephine they have thrown it down the well. In retaliation, Josephine breaks the dam which supplies water to the spring, the bone of contention between the two families. The Prendergast's water supply at once is dried up. Prendergast and Whipple both return from the city at about the same time and are enraged at what has been going on in their absence. The Prendergasts, aided by strikebreakers from the city, attack for possession of the spring, which the Whipples and their neighbors defend. The Prendergast cook and children make a special onslaught of their own, which Josephine repels with a shot gun.

Seeing her switch near the spring, the cook accuses the children of stealing it. They confess the reason Evie, Russ's cousin, wanted the switch, and a light dawns on Josephine, who is listening. The cook, enraged, chases the youngsters, and one slips and falls into the water. Josephine dives in after him, but is unable to bring him to shore. Russ hurries to the rescue and hauls in the girl and the child. That brings Russ and Josephine to a realization of their real love for each other.

In the meantime, the Prendergasts and the Whipples, sobered by the narrow escape their children have had from drowning, agree to forget and forgive, and the feud is ended when they shake hands.

"THE HEART OF YOUTH"

The Cast

Josephine Darchat.....Lila Lee
Jimmy, her brother
Buster Irving
Os Whipple.....Charles Ogle
Mitty Whipple..Fanny Midgley
Calvin Prendergast..Guy Oliver
Mrs. Prendergast..Lydia Knott
Russ Prendergast..Tom Forman
Mildred.....Fay Lemport
Cora.....Gertrude Short
Dickey.....Cameron Coffey
Evie Atherton.....Vera Sisson
Lorenzo.....Lewis Sargent
The Cook.....Sylvia Ashton
The Squire.....Robert Brower
Abner.....Ed Alexander

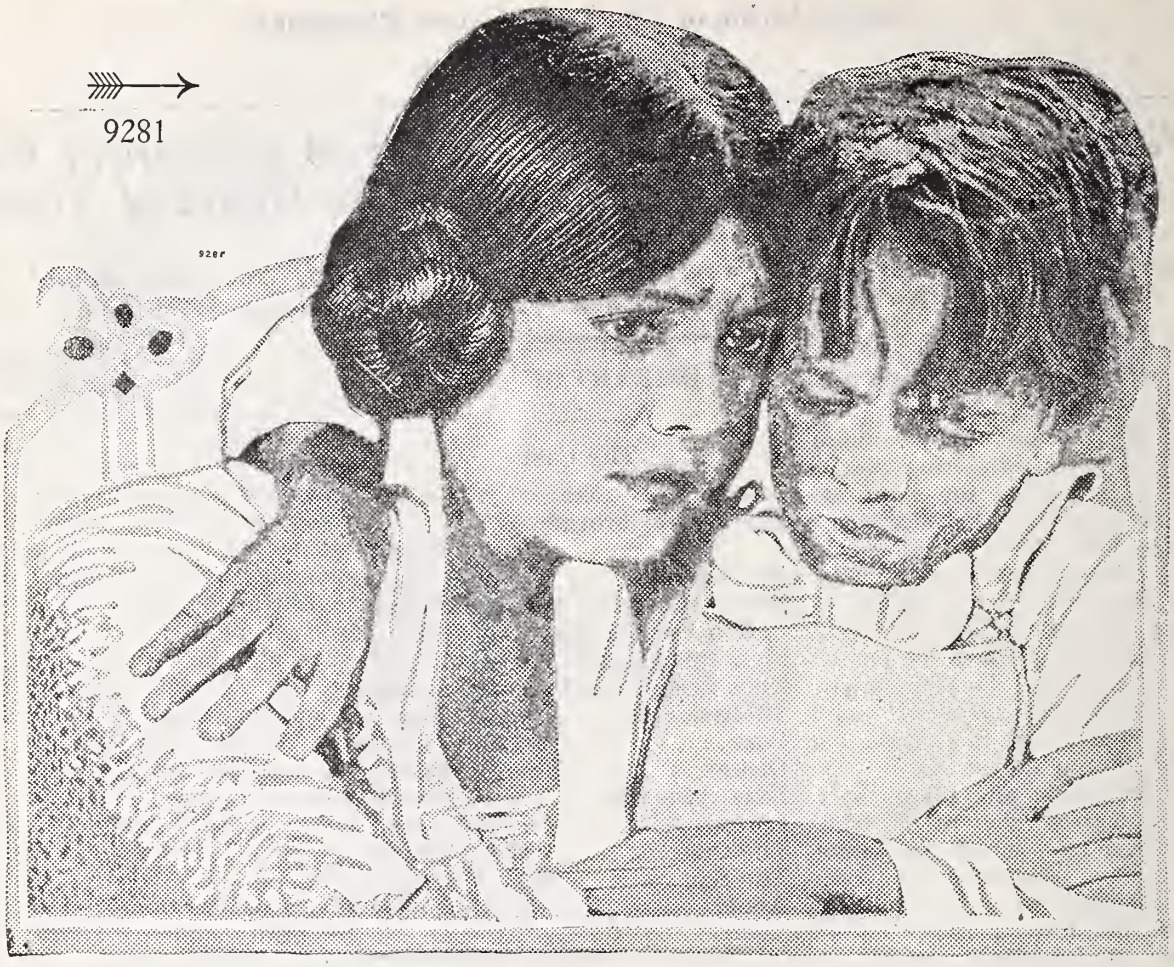
PRESS REVIEW

Lila Lee Scores Hit In New Picture, "The Heart of Youth"

YOUNG people will enjoy Lila Lee's new Paramount picture, "The Heart of Youth," which opened at the ..... theatre last evening, because it is written about them, but the keenest pleasure will probably be derived by the older folks. To the man or woman burdened with business or household cares, it recalls those golden days when worries were something unknown, and love and romance were the chief concern. The story centers around a feud between a country family and their summer neighbors from the city over the possession of a spring. Despite the ill-feeling between their elders, the city boy and the country girl, portrayed by Miss Lee, fall in love. But the course of their affection is extremely rocky, with several impish brothers and sisters doing their best to ruin the affair. Finally, an estrangement results. Open hostilities break out over the disputed spring, during the course of which the country girl rescues a city kiddie from drowning and is in turn saved by her former sweetheart. That brings about a reconciliation, and all ends happily.

"The Heart of Youth" is just the type of rural comedy romance in which dainty Lila Lee is at her best. Her characterization of the pretty country girl, quick in her likes and dislikes, but with a solid strain of good sense underneath, is excellent. Tom Forman is an attractive leading man. Others in the cast include Charles Ogle, Guy Oliver, Sylvia Ashton, and Lewis Sargent. The picture was directed by Robert G. Vignola and written by Beulah Marie Dix.

9281



LILA LEE in "The Heart of Youth"
A Paramount Picture

LILA LEE
in "The Heart of Youth"
A Paramount Picture

9280

USE as many of these cuts as you can with free publicity stories. In your newspapers, they are almost as good as advertisements.

9289

LILA LEE
in "The Heart of Youth"
A Paramount Picture

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer, it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

ERECTION of studios on New York sites is causing redoubled activity in the building of motion picture theatres on city real estate. Jesse L. Lasky, Vice-President of the Famous Players-Lasky Corporation, said recently, "A general increase in the value of theatres already built is expected, while new sites are increasing in demand."

"Motion picture exhibitors realize that the prospective erection of general studios in and about New York, after the pattern of Los Angeles and Hollywood, will cause increased interest in photoplays," said Mr. Lasky. "Unquestionably this will affect real estate. Many new theatres are being planned, in accordance with these prospects. In any city where production of motion pictures is carried on in a large way, patronage of theatres is increased many times. Real estate values boom in just the same ratio. New York is on its way to becoming a center for the motion picture industry—not merely in the way of home offices in the financial districts for administration, but in actual production. Leasing of studios already built is being carried on at a great rate. Such activities are a substantial forcast of what is to come."

* * *

A Hearne Special, driven by Lambert Hillyer, won first place in the Australian pursuit race at Ascot Speedway, Los Angeles, California, recently. News of the victory came from the Famous Players—Lasky offices in New York through a telegram from William S. Hart, the famous Western actor, who entered the car for the Actor's Be..efit Fund. The telegram read:

"Was first in Australian pursuit race, second in twenty-five mile, and third in studio race."

* * *

Lila Lee is again appearing in Cecil B. De Mille's company in "Why Change Your Wife?", a new Paramount-Artcraft picture directed by Robert G. Vignola.

Marguerite Clark has made another Paramount-Artcraft picture at the Lasky studios in California. It is called "A Girl Named Mary" and was directed by Walter Edwards. Kathlyn Williams plays one of the important parts. Wallace MacDonald is leading man.

Exclusive Stories For Photoplay Editor From ..... Theatre

DOROTHY DALTON, noted Paramount-Artcraft star, suffered recently from nervous prostration at the Hotel Touraine in Boston, following her narrow escape from annihilation by a falling airplane. Lieutenant Mark C. Hogue, a stunt flier at Nantasket, drove his plane into the sea ten feet from where Miss Dalton stood on the beach, after a fall of 2,000 feet. Miss Dalton was on location for her new Paramount-Artcraft picture, "The White Rook" when the crash occurred, according to reports wired to the Famous Players-Lasky offices in New York. She waded out into the shallow water and offered first aid to the injured man. After she had seen Lieutenant Hogue, with his head cut open, carried safely to the administration building, Miss Dalton suddenly fainted.

"I saw an airplane in the distance and dropped work to watch it," explained Miss Dalton. "The machine was maneuvering over the grandstand of a nearby park. It sped directly over our heads and then suddenly started to whirl down. I ran down the beach towards the point where the plane was headed. I didn't get a chance to run far, however. The pilot struggling to right his machine, struck the water in front of me a few feet away."

Work on "The White Rook" began again as soon as Miss Dalton recovered from the nervous shock. She received many letters from witnesses of the accident who desired to testify to her courage in risking her life to aid the pilot.

* * *

Noah Beery, one of the screen's most noted character actors, takes the part of "Bluff" in "Everywoman," Famous Players-Lasky production with beautiful Violet Heming in the title role. Other important male roles are taken by Monte Blue, Tully Marshall, Raymond Hatton, Irving Cummings and Theodore Roberts.

* * *

Wallace Reid recently enjoyed an extended vacation. His first picture under his new five year contract with Famous Players-Lasky is "Hawthorne of the U. S. A.", under the direction of James Cruze.

Exclusive Stories For Photoplay Editor From ..... Theatre

WINSOME VIVIAN MARTIN went to her dressing room one day to prepare for her part in "His Official Fiancee," her latest Famous Players-Lasky starring vehicle.

There her maid met her. "More pay!" was the demand.

"Gladly," was Miss Martin's reply, for this maid was a good maid and had been with her many months.

"Less work!" was the second demand.

"W-e-l-l," hesitated Miss Martin.

"Oh, I'm quitting anyway;" came the ultimatum.

Hearing signals of distress, Marguerite Clark and other film stars loaned their personal maids to the dazed Miss Martin, and a hurry-up call was sent forth for assistance in the form of a new maid. The latest word from the searching party was advice that "Miss Martin better not be so particular."

* * *

A tame cat—not the kind meant by the slang expression, but a real feline, leads to one of the most charming romances imaginable in "Captain Dieppe," a new Paramount-Artcraft picture with Major Robert Warwick, the soldier-actor, as star. Everybody knows the writings of Anthony Hope. He created the unforgettable "Prisoner of Zenda" and started a craze for pseudo-historical romance that swept the country a few years ago. "Captain Dieppe" was one of the best he ever wrote.

* * *

Violet Heming, noted beauty of the stage who is playing the name part in "Everywoman," made her first appearance as an actress eleven years ago, when she was called to this country from England to be a memebr of a children's company presenting "Peter Pan." Though she is English born and raised, Miss Heming never has appeared on an English stage. She has gone to that country nearly every summer, but only for a rest. So she is essentially an American actress, by training and by choice. "Everywoman," a Famous Players-Lasky production, is one of the most lavish creations in the history of motion pictures and Miss Heming is ideally suited for the title role because of her great beauty and natural charm.

LILA LEE
in "The Heart of Youth"
A Paramount Picture

9288

LILA LEE in "The Heart of Youth"
A Paramount Picture

9285

LILA LEE
in "The Heart of Youth"
A Paramount Picture

9287

ORDER these production cuts by number, mentioning "The Heart of Youth" Press Book and indicating whether you wish mats or electros. Mats free, electros at cost of manufacture.

If you want other cuts of Lila Lee, your Famous Players-Lasky Exchange has ten styles.

The lettering on these cuts can easily be removed by your printer and such type substituted as you desire.

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer.

FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticized—a plan absolutely proof against attack—fair to every individual concerned in its operation from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism, and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

"The Heart of Youth"

A Paramount Picture

By Beulah Marie Dix

Directed by Robert G. Vignola

Love or Hate—Which ?

SHE was a daughter of the mountains—fed on the fierce hatred of a feud, taught that between her family and his there could be only war.

Then love came! Love between foes. Love bravely laughing at old men's enmities, even at the conflict that followed: a struggle that throbs with good red blood, with surprise and adventure, with the striving of man against man, woman against woman, the heart of youth against the bitterness of years, until one eventful day—

But come! A story of young love in springtime, with tears and smiles like the showers and sun of April.

SPECIAL ADDED ATTRACTION

"The Dentist"—A Paramount-Mack Sennett Comedy

Theatre Name Here

EXHIBIOTRS !

BOOST "The Heart of Youth" with the advertising layouts on this and two following pages. Mats are free at your Famous Players-Lasky Exchange and electros at cost of manufacture. The little cut on the left is fine for a running ad or for insertion in larger copy.

Advertising Illustration, Furnished as Electro or Mat

THEATRE NAME

[Mortise for Copy if You Desire.]

[Mortise for Copy if You Desire.]

JESSE L. LASKY PRESENTS

LILA LEE

in

"The Heart of Youth"

A Paramount Picture

By Beulah Marie Dix

Directed by Robert G. Vignola

Have You a Little Feud in Your Home?

DID you ever have a neighbor who built a spite fence, killed your chickens, lay in wait for your dog with a shotgun? And when you were in fine fighting fettle, did Cupid ever butt in with an exasperating love affair and drown your hymn of hate with a song of love?

No? Well, then you are due for a huge evening's entertainment when you see this charming screen story of love and feud in the mountains of Tennessee.

It will touch your heart with its tenderness and humor, warm your blood with its conflict and stirring adventure. Come!

(Extend Space for Other Attractions)

Advance Press Stories of The Heart of Youth"

To Be Sent to the Newspapers Immediately Prior to and During the Display of Lila Lee's Latest Photoplay

A Paramount Picture

LILA LEE CENTER OF FEUD IN "THE HEART OF YOUTH"

Paramount Star Has Ideal Role in Delightful Screen Romance

IN "The Heart of Youth," the new Paramount picture starring Lila Lee, which is coming to the ..... theatre next ....., the dainty favorite again appears in the type of role in which she has scored her greatest success in the past. The story, which was written by Beulah Marie Dix, who adapted "Secret Service" to the screen and is the authoress of many original picture 'scripts, is laid in a rural community in the mountains. Miss Lee is Josephine Darchat, who lives with her relatives, the Whipples. A feud starts with a city family, the Prendergasts, who occupy a summer camp nearby, over the ownership of a spring. Matters are complicated by the love affair between Russ Prendergast and Josephine, which is broken off when open hostilities start between the families. An unexpected accident turns out fortunately for the two lovers, who are united again, and peace is established between their elders as well.

Tom Forman, who will be remembered chiefly for his fine work as the soldier in "For Better, For Worse," is Lila Lee's leading man and is well suited to the part of the young city chap. Others in the cast are Charles Ogle, Guy Oliver, Buster Irving, Lewis Sargent, Gertrude Short, and Sylvia Ashton. Robert G. Vignola, who directed Vivian Martin in "The Third Kiss" and several other Paramount-Artcraft successes, supervised the screening. "The Heart of Youth" is said to be a rural romance of the finest type with Lila Lee as a spirited and capable heroine.

LILA LEE ADVANCES NOVEL SUGGESTION FOR KEEPING PEACE

"The Heart of Youth" Makes Star Acquainted With Powerful Fighter

LILA LEE, the charming Paramount motion picture star, has an effective substitute for the League of Nations to prevent future wars, which should be brought to the attention of Congress.

"As an attacking force that has trench mortars and machine guns beaten to a frazzle," said Miss Lee recently, "I recommend goats. A herd of them could start an unbeatable offensive!"

Miss Lee's experience with the animals was secured while making her new Paramount photoplay, "The Heart of Youth," which will be the attraction at the ..... thetre next ..... According to the story, two families are engaged in a feud over the possession of a well. Their adherents gather to fight it out, when one of them suddenly injects an ancient billy goat into the fray. The goat sails into the opposing party and lowers their morale to zero. He is left in undisputed possession of the field. This is one of the humorous incidents in the rural romance, which is said to provide Lila Lee with an ideal starring vehicle.

The leading man in "The Heart of Youth" is Tom Forman, who scored an emphatic success in Cecil B. De Mille's "For Better, For Worse" and has lately been appearing in pictures with Robert Warwick. Charles Ogle, Guy Oliver, Sylvia Ashton, and Gertrude Short are also included in the capable supporting cast. The picture was directed by Robert G. Vignola, well known for his good work in Vivian Martin pictures.

LILA LEE PICTURE GIVES NOVEL TWIST TO POPULAR THEME

True Love Survives Family Feud in Comedy, 'The Heart of Youth"

LILA LEE'S latest Paramount picture, "The Heart of Youth," which will be seen at the ..... theatre next ....., gives a novel comedy twist to the theme first made popular by Shakespeare in his immortal "Romeo and Juliet." It is the Whipples and the Prendergasts, instead of the Montagues and Capulets, who are engaged in a family feud, and "Romeo" Prendergast and "Juliet" Whipple are the sweethearts. (Though in this case they have the more prosaic names of Russ and Josephine.) The picture has a delightful rural setting, the Whipples living on a farm on the mountainside and disputing the possession of a spring with the Prendergasts, a city family, who occupy a camp at the base of the hill. The love affair of Josephine and Russ progresses along a rocky road, hampered by numerous mischievous brothers and sisters.

Hostilities commence between the families over the spring with many ludicrous incidents, until a near-tragedy is averted when Josephine and a Prendergast kiddie are rescued in the nick of time by Russ. That straightens matters out and ends the fray. Tom Forman lends a sprightly youthful air to his role as Russ, while Charles Ogle, Guy Oliver, Gertrude Short, Sylvia Ashton, Lewis Sargent, and others are excellent in character parts. The original story is by Beulah Marie Dix, who, among other screen successes, wrote the scenario for Robert Warwick's "Secret Service." Robert G. Vignola, one of the most experienced directors on the Paramount-Artcraft staff, supervised the filming of the picture.

Advertising Illustrations, Furnished as Electro or Mat

Jesse L. Lasky *Presents*

LILA LEE

in

"The Heart of Youth"

Directed by Robert G. Vignola

WHAT though their families were at war—a bitter mountain feud that gave no quarter? What had youth and love to do with old folks' hatreds?

More than they ever dreamed! For when the clans clashed in that fierce final struggle, then this boy and girl learned at what a cost youth sometimes has its way.

Was the victory worth the battle? See it! *You'll* say so!

EXTRA FEATURE

"A Sisterly Scheme"

Paramount-Drew Comedy

THEATRE

Jesse L. Lasky *Presents*

LILA LEE

in "THE HEART OF YOUTH"

DIRECTED BY
Robert G. Vignola

By Beulah Marie Dix *Directed by Robert G. Vignola*

"Playing with Fire"

IN their romance of love and youth, what did they care for feuds? What though the Whipples and Prendergasts shot on sight and made the mountains ring with their songs of hate? Fie on their feud!

So said love. But when Cupid fanned the flames of hate that had smouldered for years, then the heart of youth thumped and pounded with adventure.

A picture filled with laughs and thrills, with the rugged strength of the hills and the charm of young love in spring-time. Come!

ADDED ATTRACTION

"THE DENTIST"

Paramount-Mack Sennett Comedy

THEATRE NAME

NOTED JUVENILES IN "THE HEART OF YOUTH"

Youthful Actors Support Lila Lee In New Picture

SEVERAL talented juvenile actors take part in "The Heart of Youth," the new Paramount picture starring Lila Lee, which is coming to the ..... theatre on ..... It is essentially a screen romance of young folks and the countryside, and the action is spirited and entertaining throughout. Beulah Marie Dix, a well known screen artist, is the authoress. Appearing in an important role is fifteen-year old Lewis Sargent, who has already made a name for himself as the hero of "Huckleberry Finn," a new Paramount-Artcraft picture. Cameron Coffey, also cast in a child part, is an excellent swimmer as well as actor and performs some notable aquatic feats during the course of the action. Among the "grown-ups," Tom Forman, the well known leading man, plays the part opposite Miss Lee, and Charles Ogle, Guy Oliver, Gertrude Short, and Sylvia Ashton are also included in the cast. Robert G. Vignola was the director.

Fine Lila Lee Picture

"Pussy in the well" starts all the trouble in Lila Lee's latest Paramount picture, 'The Heart of Youth," which is to be shown at the ..... theatre for ..... days beginning ..... next. The charming star is pictured as a country maiden, whose love affair with a neighboring city youth is troubled by a feud which exists between their families over the possession of a well. A near-tragic accident unites the lovers and brings the family quarrel to a happy ending. Tom Forman is the leading man, and the photoplay is said to be a wholesome rural romance, brimming over with humor and high spirits. Robert G. Vignola was the director.

TOM FORMAN IN NEW LILA LEE PICTURE

Player Has Fine Role in "The Heart of Youth"

TOM FORMAN, one of the most popular leading men on the screen, plays opposite Lila Lee in her latest Paramount picture, "The Heart of Youth," which will be on view at the .... theatre all next week. Mr. Forman will be especially remembered by screen lovers for his fine work in Cecil B. De Mille's production, "For Better, For Worse," in which he played the role of the soldier. He has recently been appearing with Robert Warwick in the Paramount-Artcraft picture, "Told in the Hills." Though extremely youthful, Mr. Forman has had several years of motion picture experience and impersonates Miss Lee's city sweetheart with considerable finesse. The story is about a family feud over the possession of a spring. A delightful romance runs through the plot, which is full of comedy turns and a startling twist at the end.

Lila Lee Coming

Lila Lee, who has been rapidly forging to the front as a screen star, is coming to the ..... theatre on ..... in "The Heart of Youth," a new Paramount picture. She is said to give a spirited and pleasing performance as a country maiden, whose love affair with a city chap is mingled in a feud between their respective families over the possession of a spring. A cast of considerable merit supports the star, including the well known leading man, Tom Forman.

Spirited Screen Romance

Screen lovers will welcome the news that "The Heart of Youth," the latest Paramount photoplay starring Lila Lee, is coming to the ..... theatre on ..... Tom Forman is the leading man in this rural screen romance.

LILA LEE SETTLES OLD FAMILY FEUD

"The Heart of Youth" Full Of Laughs and Romance

FEUDS between neighbors are fairly common and usually abound in ludicrous comedy, though the feudists frequently fail to see the joke. One of these "spite fence" quarrels forms the basis for Lila Lee's new Paramount picture, "The Heart of Youth," which is to be the attraction at the ..... theatre next ..... A farmer and the city man on the adjoining plot have a standing argument over the title to a spring, which provides the latter with his water supply. Lila Lee is the pretty granddaughter of the farmer who complicates matters by falling in love with his enemy's son. However, their love affair finally settles up the quarrel, though not until after some exciting scenes that are brimming over with laughs and the high spirits of youth. Tom Forman is the leading man, and the picture was directed by Robert G. Vignola.

Strong Character Support

Charles Ogle and Guy Oliver, two well known motion picture character actors, play the roles of the feuding neighbors in Lila Lee's new Paramount photoplay, "The Heart of Youth," which is on view at the ..... theatre this week. It is a splendid little romance of country life, with Miss Lee as the pretty maiden whose love affair finally establishes peace in the neighborhood.

Lila Lee's Latest

The attraction at the ..... theatre this week is "The Heart of Youth," a new Paramount picture featuring dainty Lila Lee. A pretty country romance is woven into the central theme, which concerns a laughable feud between two neighbors.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Lila Lee in Scornful Pose

Proud, scornful and unforgiving indeed, is Lila Lee, the pretty Paramount star, as is evidenced by this characteristic pose. But Lila Lee is so only in motion pictures which demand these expressions of her art. In private life, Miss Lee is one of the most charming girls imaginable, and her popularity with motion picture fans, no matter what character she may assume, is indisputable. In the picture shown here, she is seen as the heroine who has a grievance and she expresses it admirably. The photoplay is "Heart of Youth," a Paramount picture.

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

This will provide excellent advance publicity for both attraction and star booked for presentation at you theatre.

Send This Mat To Your Newspaper Today! It Is Free!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE HEART OF YOUTH"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....15 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Colored, 8 in a set.....1.00 each
22x28, Colored, scene of star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date, four to a set.....15 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Heart of Youth"

.....19..

Dear Mrs. Mott:

Everybody, young or old, enjoys a story of youth and romance and the great outdoors.

Add to that the funniest neighborhood feud in the world and you have "The Heart of Youth", the new Paramount picture which is coming to the .... theatre on ....

Dainty Lila Lee is the star. She's the spirited country maiden—the sort of part she plays so well—and Tom Forman is the city chap. They're "friendly enemies" until a startling twist of fortune, that you have to see to appreciate, brings them together.

You're sure to enjoy it.

Cordially yours,

.....Manager.

Post Cards on "The Heart of Youth"

Exhibitors will be wise to mail at least one of these Cards to their patrons.

.....19...

Dear Mrs. Mott:

You'll forget the H. C. of L. when you see Lila Lee in "The Heart of Youth", a new Paramount screen romance, crowded with laughs.

It's coming here .... for a .... day's run. You'll enjoy it.

Cordially yours,

.....Manager.

.....19...

Dear Mrs. Mott:

Lila Lee is coming here ..... in a Paramount Picture called "The Heart of Youth". It's a spirited screen romance, brimming over with humor.

Mayn't we expect you?

Cordially yours,

.....Manager.

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

	Order No.----------	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				
Play Date	Titles of Productions	1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 2.20	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Colored Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two-Reel Comedies Colored 6-11x14 & Lobby Card .50	Each .15	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books

Music Cues

(Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

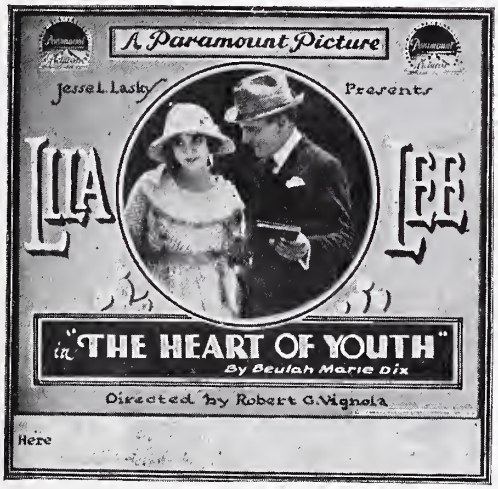
(Name of Exhibitor)

(Address)

Three-Sheet Litho

Six-Sheet Litho

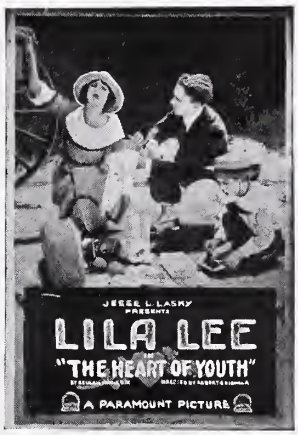
Make "The Heart of Youth" a Winner with These Accessories. Posters That Will Draw The Crowds—2 One-Sheets, 2 Three-Sheets and 1 Six-Sheet. Also a Slide to Stir Up Interest Among Your Patrons. Use Them All Plentiful and in Good Time.



SLIDE

Three-Sheet Litho

One-Sheet Litho



One-Sheet Litho

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little W[illegible] Are You?
Her First Mist[illegible]e
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces

Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Welcome, Little Stranger
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons
Oh Judge, How Could You?